

# Sales Management

THE MAGAZINE OF MARKETING

## Marketing on the Move

### Re: Planning Ahead to '65!

Read for Background...

- ✓ The Coming Battle of the Packages
- ✓ How to Keep Track of Your Competition
- ✓ Everything's Growing Down on the Farm
- ✓ Are Women on Your Side?
- ✓ What's Round the Bend in Advertising?
- ✓ The Men You'll Need Tomorrow
- ✓ The Meaning of "Fission" in Markets

Study for Forecasts...

Rankings of all cities  
(25,000 population or more) in 9 categories

NOVEMBER 10, 1959

\$2.00

1959-1965 Population, Income  
and Sales Projections for 298 Areas



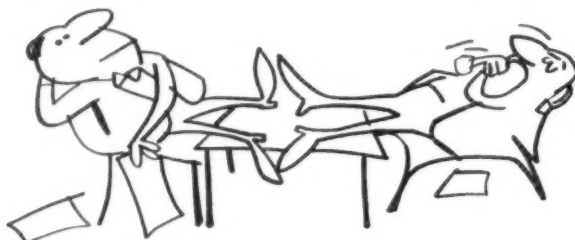
"Jones, let's give the salesmen some real inspiration this year . . . do something really different."



"Johnson, let's do something new sometime at a sales meeting."



"Smith, we'd better start working on another sales meeting preparation."



"Biggs, get going on the sales meeting. Use last year's routine as the guide."

There's been a lot of enthusiasm lost along the way. And the pity is that the lack of enthusiasm will probably carry right over to the salesmen coming in for training. There is a way, however, to capture top level thinking and pass it on intact. Our business is to help you do the job.

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# Sales Management

THE MAGAZINE OF MARKETING

November 10, 1959

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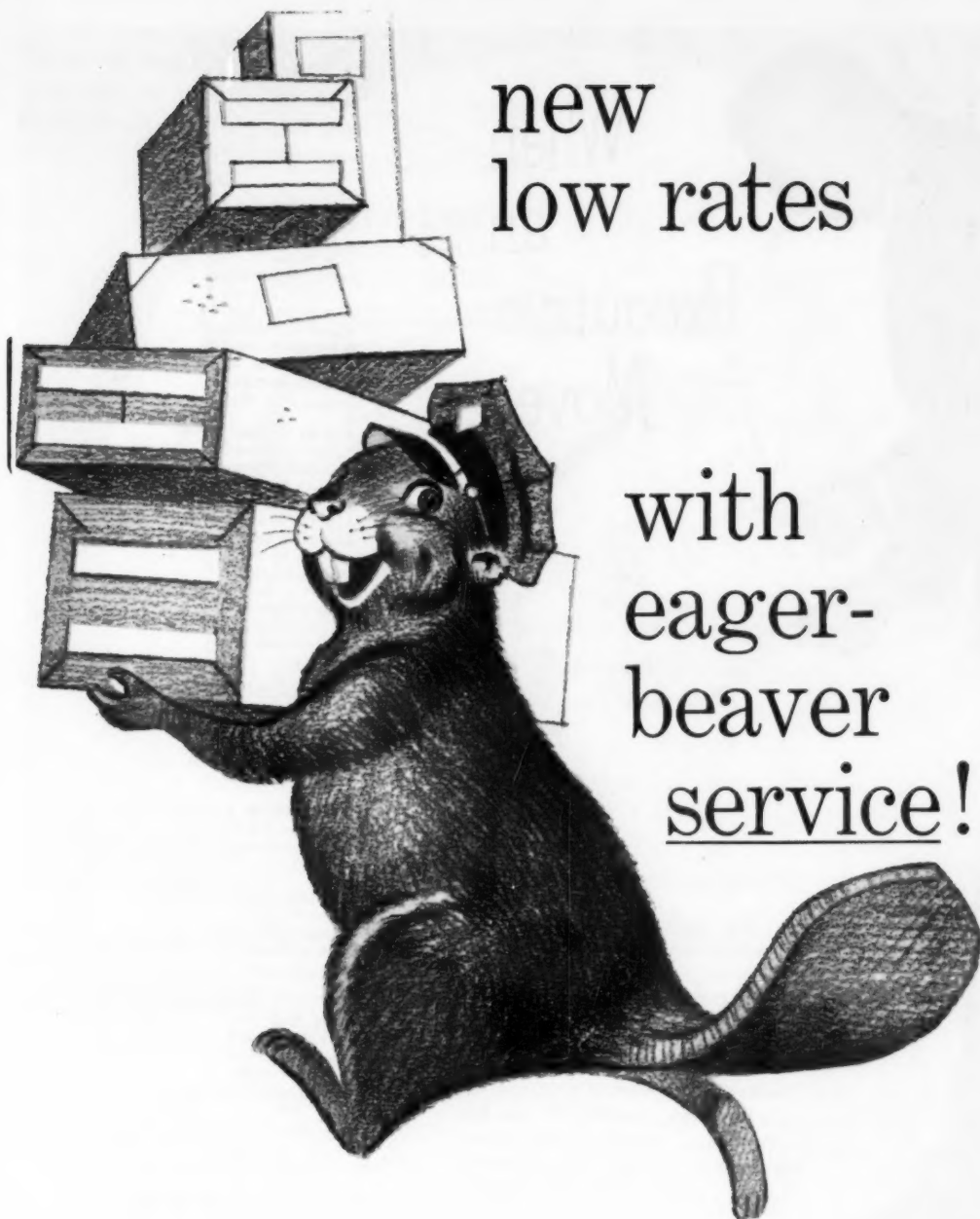
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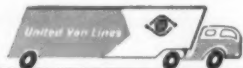
*time is precious!*

The challenge of a new job and new responsibilities leave him little time for the troublesome details of moving. He wants a service geared to the special needs of the busy decision-maker.

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SALES MANAGEMENT



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With these Reports, advertising can be integrated closely with sales. The curtain of distance that blocks your view of retail activity is lifted. You can keep currently informed of the changing schedules and advertising copy of your competitors at the retail market level.

More than 1,100 star performers in sales and advertising use ACB Reports. Full information without obligation by contacting office nearest you.

For further information ask for catalog covering 14 ACB Services, or consult nearest ACB office.



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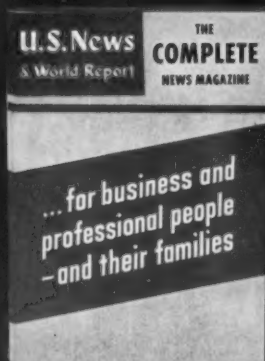
ACB READS EVERY ADVERTISEMENT IN EVERY DAILY NEWSPAPER



Now you can  
advertise to 1,136,847  
of the most

**IMPORTANT**

people in America  
through  
just one magazine





**H**ERE'S A DRAMATIC INDICATION of what happens when people move up the ladder to better jobs, more responsibilities, and higher incomes.

Just ten years ago, the circulation of "U.S. NEWS & WORLD REPORT" was 369,000.

Five years ago, the circulation was 703,000.

**Today, the net paid circulation (January-June) averages 1,136,847 weekly!**

What brought this growth about?

Did the magazine change?

No.

Did people change?

No. Just more of them stepped into the ever-growing number of managerial positions, and discovered the usefulness of the news in "U.S. NEWS & WORLD REPORT."

These important people are busy people. They seldom have time for more than one news magazine. Research shows that "U.S. NEWS & WORLD REPORT" subscribers do not, to any appreciable extent, subscribe to any other news magazine. In "U.S. NEWS & WORLD REPORT" they find the complete news of national and international developments that they use in their business planning, in their decisions, and in their personal and community living.

Result—national advertisers gave "U.S. NEWS & WORLD REPORT" the biggest advertising page gain for the ten year period 1948 to 1958 of any news or management magazine, and this holds true for the first half of 1959 as well.

Advertisers find that they cover, in a single magazine audience, a major segment of the important people throughout American business, industry, finance, government and the professions. These people are leaders in business and in the community. Four out of five "U.S. NEWS & WORLD REPORT" subscribers hold managerial positions. Family incomes average \$15,009—highest of all magazines with more than 1,000,000 circulation.

Advertisers also find that they cover this important high-income managerial market in "U.S. NEWS & WORLD REPORT" at a lower cost per thousand than in any of the other news and management weeklies.

Ask your advertising agency for the advertising facts about "U.S. NEWS & WORLD REPORT" as they apply to your company's objectives and your markets. Or contact any of our advertising offices in the cities listed below.

## U.S. NEWS & WORLD REPORT

*America's Class News Magazine*

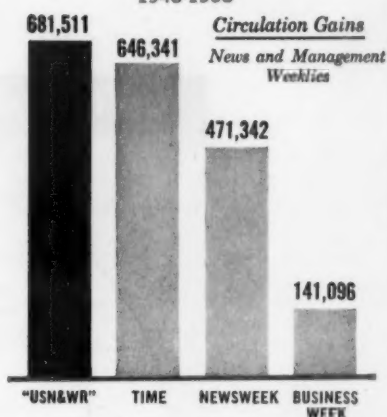
Advertising offices at 45 Rockefeller Plaza, New York 20, N. Y. Other offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

**NET PAID CIRCULATION IS NOW**

# 1,136,847

Average net paid circulation, January-June, 1959, based on Publisher's Statement to the Audit Bureau of Circulations

### FIRST IN CIRCULATION GROWTH 1948-1958

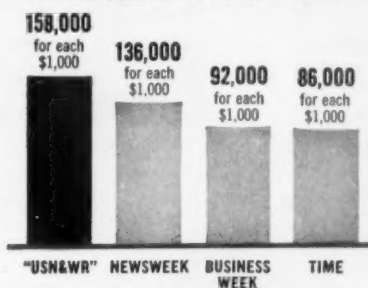


Source: Comparisons of Publishers' Statements to the Audit Bureau of Circulations

### FIRST IN MANAGERIAL COVERAGE PER ADVERTISING DOLLAR

"U.S. NEWS & WORLD REPORT" delivers more managerial readers per dollar than any other news or management weekly.

WHAT EACH \$1,000 BUYS IN MANAGERIAL COVERAGE

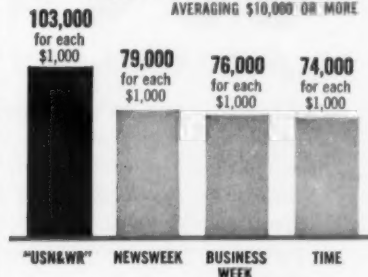


Source: Based on each publisher's own audience information and current rate cards.

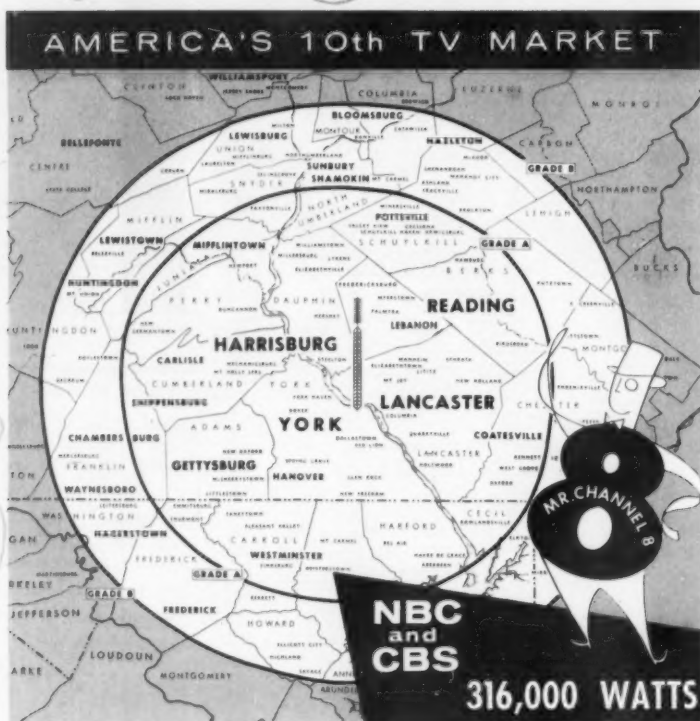
### FIRST IN HIGH-INCOME COVERAGE PER ADVERTISING DOLLAR

"U.S. NEWS & WORLD REPORT" delivers more high-income families per dollar than any other news or management weekly.

WHAT EACH \$1,000 BUYS IN COVERAGE OF FAMILIES  
AVERAGING \$10,000 OR MORE



Source: Based on each publisher's own audience information and current rate cards.



# WGAL-TV

LANCASTER, PA.

**Rich in prospects, rich in opportunity!** In America's 10th TV Market, your product advertising strikes pay dirt every time. The reason: 3¼ million people, 946,863 TV sets, \$6¾ billion annual income, \$3¾ billion retail sales. ARB and Nielsen show the WGAL-TV audience in this rich market area is greater than the combined audience of all other stations viewed there.



STEINMAN STATION  
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

SALES MANAGEMENT

# Marketing on the Move

To: Sales Management Readers

From: The Editors

Re: Planning Ahead to '65!

The long-awaited and much-heralded decade of the '60's is at our doorstep. Frankly, despite many favorable-to-sales factors -- such as more people, more money and more desires -- what's in store for marketing as a whole is largely unpredictable.

We admit this freely, because although we can measure the potential market for goods and services in the years ahead, we cannot predict nor control the sales efforts, advertising ingenuity or marketing aggressiveness of industry. Sales just won't happen -- regardless of potential -- unless sales management makes them happen.

We can say this, and we can say it with confidence, that no matter what industry in general may do, there is a terrific sales opportunity in the decade ahead for those companies that are willing to plan and to work and to sell.

This issue is devoted to step one in the 3-part formula--planning.

In its articles you will find ideas, market analyses, and predictions by some outstanding people. You will find, in our 2-part statistical section, some very valuable projections of population, income and sales. These, coupled with your own market and sales knowledge, are the basic tools that you can use to plan for profit, to get ready for sales, to cash in on opportunity.

Marketing is on the move. It is moving with giant steps. Decide now if you will lead, keep pace or fall back. You must decide now. There is no delaying your decision. You will be in 1965 whatever you plan to be today.

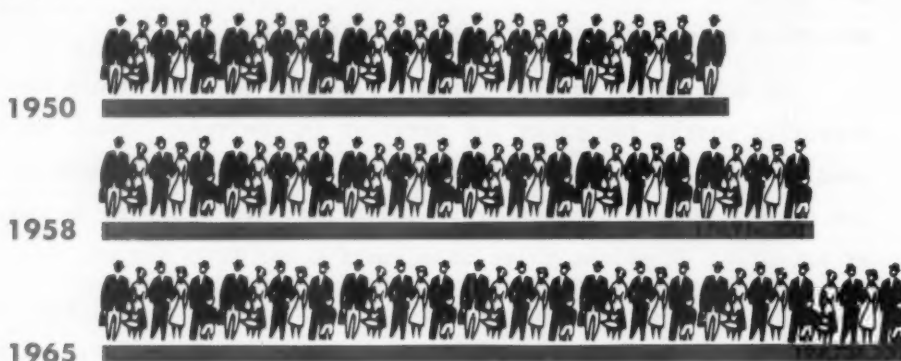
Use this issue as a guide, as an inspiration, as a planning tool. We've put our best into it. We hope you will get much good out of it. We strongly hope that it will help you to greater success in the 60's. Good luck!

The Editors

## Five Significant Trends that Will Change Tomorrow's Marketing

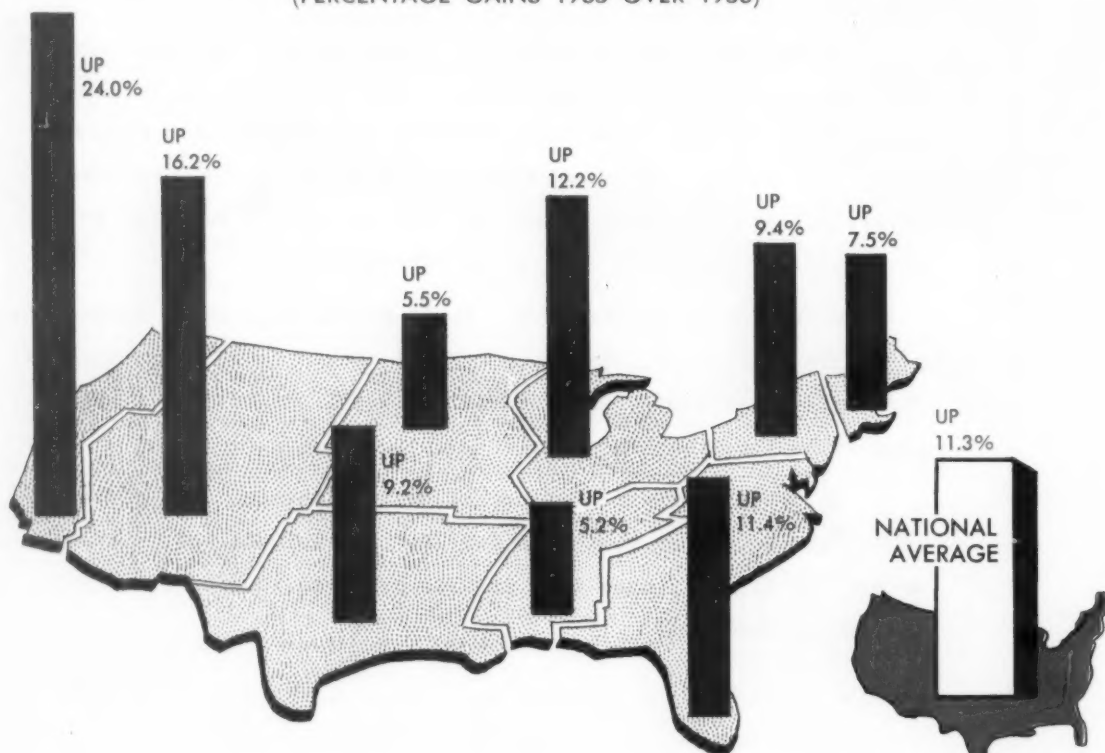
People make markets; so when the structure of the population changes, so must marketing. Here are five significant long-term changes that will continue to affect markets through 1965 . . .

### 1 There Will Be More People . . .



### 2 ...and They'll Be Living in Different Places

(PERCENTAGE GAINS 1965 OVER 1958)

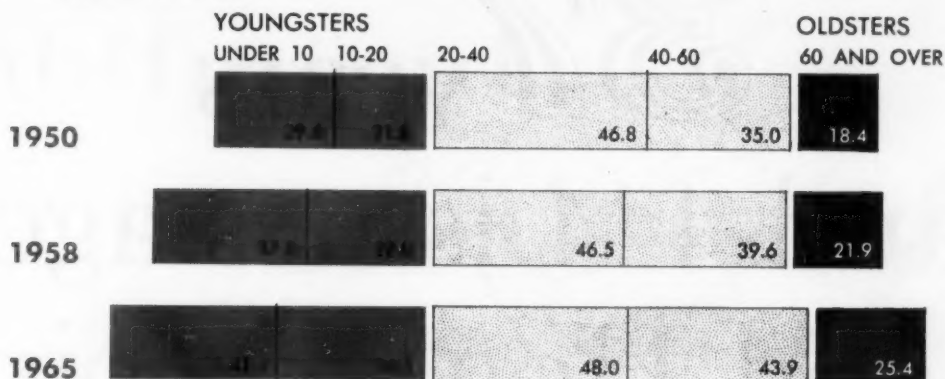




3

## There Will Be More Youngsters, More Oldsters...

FIGURES IN MILLIONS



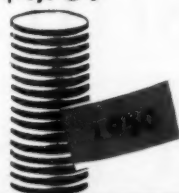
4

## Everybody Will Have More Money to Spend

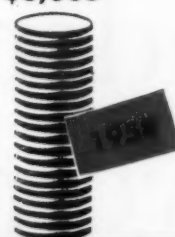
EFFECTIVE BUYING INCOME



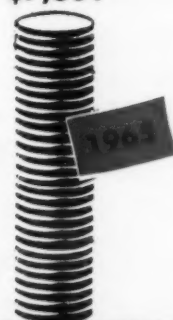
\$4,764



\$6,005



\$7,301



5

## Quality of the Market Will Change

FOR EXAMPLE, THE LEVEL OF EDUCATIONAL ATTAINMENT  
WILL BE HIGHER...

COLLEGE GRADS  
PERCENT OF POPULATION  
AGE 20 AND OVER

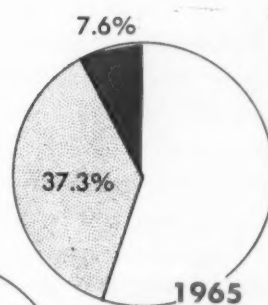
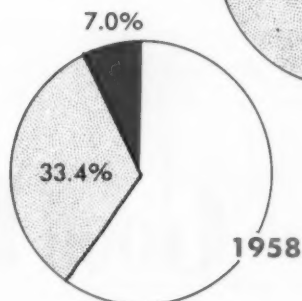
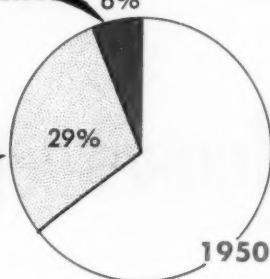


6%

HIGH SCHOOL GRADS  
PERCENT OF POPULATION  
AGE 15 AND OVER



29%



Sources: Sales Management's Survey of Buying  
Power and its Market Statistics Dept.  
U.S. Dept. of Commerce, Bureau of the Census.

# 37 years and 444 issues ago Good Housekeeping won advertising leadership in the women's field

**Y**EAR AFTER YEAR, Good Housekeeping continues to carry more pages of advertising than any other magazine in the women's field. Because, month after month, Good Housekeeping continues to serve advertisers best by publishing the kind of magazine women respond to best.

Good Housekeeping gives its 12,350,000 eager readers what they want to help them do a better job for themselves, their families, their homes.

More total editorial pages, more service pages, more food and nutritional editorial pages, more wearing apparel editorial pages, more children's editorial pages, more beauty, grooming, toiletries editorial pages, more home furnishings and home-making editorial pages . . . and all in an atmosphere that serves to encourage the woman to give her full time and attention to the sense of the magazine's editorial and advertising pages.

## Good Housekeeping

MAGAZINE AND INSTITUTE

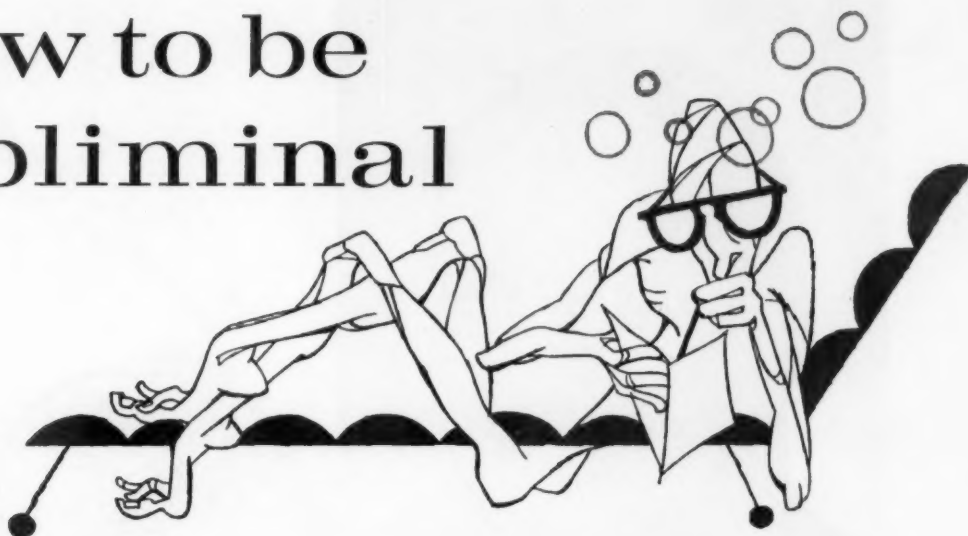
A HEARST MAGAZINE



SALES MANAGEMENT



# How to be subliminal



Printed ads are not normally accused of being subliminal. The words and pictures are clearly visible and well above the "threshold of perception" under which subliminal messages slip into people's minds.

Yet every ad, printed or otherwise, does project its subliminal message. This message is not consciously seen or heard; it is sensed. It is projected by the "tone" of the ad, the invisible, inaudible overtones which emerge from between the lines. It is what determines how your prospects feel about your product and your company, and its effect usually endures and motivates long after the literal message of your ad is forgotten.

The right tone can make an ordinary campaign effective and a good campaign great. The wrong tone diminishes the value of any advertising. Leaving tone to chance is one of the most common methods of wasting advertising money.

It is easy to define the procedure for controlling this all-important invisible element in your advertising: Decide what you want people to feel about your product and your company and then control all of the tangible elements in your ads so that they project this intangible feeling.

But the execution is far from easy. Soul searching is never easy, and that is the first step. Just exactly what do you want people to feel about your product and your company? The price line or the quality line? A company dynamically probing the future, or one tied solidly to proven fundamentals? Folksy

or aloofly dignified? What feeling will sell most merchandise—not just next month but during the next decade?

Once you have decided upon the subliminal message you want to project, the second step is simply this: *Never forget it.* Don't let your agency forget it. Think of it when you're planning campaigns, and above all think of it when you are *approving* ads. Resist the temptation to fall so in love with an individual ad that you fail to hear that its tone is a sour note in the campaign.

In working with our clients, we make a point of considering "tone" the all-important unseen selling element in every campaign. We've put together in booklet form a number of campaigns whose tone has been heard consistently at the cash register. It is called, "RESULTS: The Product of Good Advertising." We'd like to send you a copy.

Marsteller, Rickard,  
Gebhardt and Reed, Inc.

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MARKETING COUNSEL • MARSTELLER RESEARCH, INC.



**DWIGHT PAULHAMUS**  
Western Regional Sales Manager  
**STOKELY-VAN CAMP, INC.**  
Oakland, California



## A Native "Puget Sounder" Discusses Tacoma.

While discussing Western markets, Mr. Paulhamus made the following comment regarding the Pacific Northwest: "As a native of the Puget Sound area I have always recognized the powerful influence of The TACOMA NEWS TRIBUNE in Washington State's second market. We've found by experience we cannot cover this market without the concentrated circulation of this newspaper. That's why we always include the News Tribune when we advertise in the Pacific Northwest, one of our more important market areas."



### Think Twice About Tacoma

The Tacoma market is Washington State's 2nd market; the News Tribune is the No. 2 evening newspaper in circulation and advertising lineage.

The Tacoma News Tribune delivers more than 84,000 daily circulation in the Tacoma market . . . more than 7 times the combined circulations of the Seattle dailies in this market.

## TACOMA NEWS TRIBUNE

Represented by **SAWYER-FERGUSON-WALKER COMPANY, Inc.**

New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

SALES MANAGEMENT



## PREDICTIONS... of Things to Come in Packaging

1. More and more awareness of packaging as a competitive force.
2. Higher frequency of package changes.
3. Some exciting new materials, new processes.
4. Possible reaction against "over-packaging."
5. "Discovery" of packaging by industrials.
6. More research to take the gamble out of package investment.
7. More year-round package programming.

By WALTER LANDOR  
Walter Landor and Associates

Packaging is entering what may well prove to be the most dramatic decade of its history.

We may even be on the threshold of an era when the package will assume importance second only to the usefulness or quality of the product. In some instances the package may call for more careful research than the development of the product it contains.

Thinking in terms of the next five years, what specific major developments are likely?

1. *There will be a heightened awareness of packaging on the part of all those concerned with marketing.*

The package has already become one of the strongest competitive weapons in the battle for markets and customers. This emphasis on packaging can only intensify, for a number of reasons:

a) In many lines noticeable differences in product performance have been wiped out insofar as major brands are concerned. A consumer

who enters a super market to buy, for example, a box of chocolate cake mix or a can of floor wax, feels confident that any one of the familiar brands will give good performance. Performance of products in general is so universally high, in fact, that consumers often find it hard to make a choice. For the same reason, each manufacturer has a problem in advancing selling points that will give his product an edge over its competitors. So, packages take the spotlight, with the result that, more and more,

people are actually buying an image of the product as expressed by its package.

b) The package or label becomes the symbol through which the consumer identifies herself with the product. It is the only physical and tangible means of communication between the manufacturer and the consumer.

c) Changes in the distribution process, which increasingly eliminate the retail sales person, leave no human voice to extol the merchandise, recommend one brand in comparison with another, or help the consumer to evaluate and choose. The package has to tell all . . . and "talk" fast.

d) If consumers are responding to an image of the product as expressed by the package, more and more frequently that image is being projected, not only at point-of-purchase, but through the advertising media used for promotion. Much advertising today features the package as a matter of course.

e) If there should be a business setback during the next five years or so, packaging might become a lifesaver to marketing men. This is exemplified by what happened during the recession of the mid-fifties when cutbacks in new capital expenditure left less money for new product design and development. Because effects could be gained without retooling, during that period many manufacturers shifted their attention from product design to packaging in an attempt to suggest newness or gain advantage in display. In some industries, companies began for the first time to explore packaging as a competitive weapon. Even the cigarette companies, for example, began to see packaging as a dynamic factor in marketing. If any downturn in business should threaten, marketing men would be wise to be alert to the extra potential in package innovation.

## *2. Package changes will become more frequent.*

One important factor in the emphasis on packaging is the consumer's growing receptiveness to — even expectation of — change, especially change that results in greater convenience. Another is the ever more important role of the packaging supplier.

Traditionally, the designer has worked with the manufacturer to create packages and then turned them over to the supplier for execution. Now the supplier is taking a far

more active part in the development of packaging methods and forms, applying this creative approach to entire industries.

We shall see more and more of this as the supplier's confidence in his ability to bring new ideas to the manufacturer increases. Packaging suppliers are becoming bigger and fewer through consolidation, their services, more comprehensive in terms of materials and technical resources. In itself this will stimulate package change as suppliers vie with one another to provide new ideas. Manufacturers will be able to draw upon innovations, not only in surface design, but in all manner of technological and structural devices.

Competition between materials is intensifying. The efforts of suppliers of traditional material to hold their own against new materials will prod manufacturers into re-examining the virtues and deficiencies of existing packages and of possible advantages to be gained through the use of new ones. We shall be in for some surprises. An insect-spray manufacturer a decade ago would hardly have guessed that as much as 90% of his production might go into pressure containers, where approximately 30% of the cost of the product is invested to provide greater convenience.

Willingness of the consumer to pay more for convenience in use of a product, as represented by technological advances in packaging methods, also will provide a climate for faster package change. Every day we see such advances being made through cooperation between the industrial designer and the suppliers' engineering staffs, and adopted by alert manufacturers.

Another stimulating factor is distributors' and dealers' alertness to new or different features which might help them in their battles with competition. The manufacturer realizes that he must provide the trade with something new to put before the public from time to time, but it is often difficult to come up with completely new products or to develop new uses. Packaging offers a company the means for creative fresh appeal.

## *3. More new materials, new processes, will emerge.*

The need for innovation will, of course, hasten the discovery of new materials, new processes and new packaging machinery devices. These in turn will stimulate packaging changes. We need not expect standard materials to become obsolete, but there will be shifts in usage, and adaptations of old materials to new

uses, alone or in combination with others. A material losing out in one industry may make gains in another. Superseded for one kind of package, it may find itself used in fresh ways elsewhere. Milk, for example, almost everywhere, has gone into fibre cartons—but glass continues to find new uses, sometimes replacing tin (as, currently, in herb and spice packaging).

Competition in the next five years may cause materials to go so far as to "borrow" one another's qualities or advantages. It is a curious and interesting fact that each material seems to be seeking to incorporate in itself the qualities of some other material or of all materials. Can we look for a synthesis that will provide, before long, the ideal packaging material? Our minds should not be closed to such a possibility. Technology is moving fast.

We are likely to see an answer to the constant demand for rigidity with less weight. Already, plastic on paperboard gives us a material that is both lightweight and rigid, but here visibility is lacking.

For products making integral use of the package as a dispenser, plastics may supplant paperboard cartons in a growing number of instances. We should see the development of plastics with the ability to take boiling liquids, fitting this material for many fields now closed to it. Plastics also will gain ground as increasing demand decreases cost, while, conversely, paperboard prices go up due to higher costs for the labor involved in growing and producing lumber.

Foil will war on paper products and glass will be fighting to hold ground against a number of materials, including foil and foil laminates. This will be particularly evident where dispensing qualities are sought and visibility is of less importance.

At the present time many products in need of special protection, such as cigarettes, soda crackers and other perishables, have packages with packages, up to two, three or even more layers—a wax paper bag, foil paperboard carton, cellophane overwrap, and so on. It seems logical to predict that before too long technology will provide the advantages of the multiple package with a one-layer material. Along with it should come more self-opening and self-closing devices for preservation and protection of the package contents while in use. The one-layer protective package probably will be of some plastic material embodying the aggregate qualities of the several now used, or else a laminate of several materials. Peering a little further out, we may even be heading



toward the development of a material which will combine the versatility of plastic with the strength of steel.

But interesting and important as new materials may be, no material is better than the use made of it. Design makes the difference in what is, after all, available to all. To harness the new inventions and developments to marketing requires a synthesis of the efforts of the technicians with those of the creative industrial designer.

*4. We may encounter a point of diminishing returns where higher packaging costs become uneconomic because of price resistance.*

While present trends seem to indicate no limit to what consumers will pay for product preservation and convenience in storage and handling as well as in intrinsic beauty, marketing men might be wise to consider a degree of change in this attitude and prepare for it. Quite possibly a reaction may set in. This is not to predict a return to cracker-barrel days, but the consumer may well start to resist over-packaging and begin to favor products that seem to be packaged with the utmost economy.

For some products, the trend may be for a 2-way divergence from the present middle ground to an economy package on the one hand and a luxury package on the other. We may see a growth in economy package sizes and economy packaging methods in certain directions, even as very elaborate packaging gains ground elsewhere.

One potential influence on the economy package trend is the possible swing to kitchen appliances and cabinets with dispensing devices, motivating consumers to buy in bulk cartridge-type packages to store at home in freezers, refrigerators and at room temperature. Brand emphasis will be even more important in such habit purchases.

In all fields we may look towards reduction in costs, not only because of improved packaging methods, but also because of the condensation of one product into the smallest possible packaging space—larger amounts in smaller packages. Speeding up this process will be the growing demands on dealer shelves and display units, where more and more products compete for space.

Retailers will make their influence felt more in packaging. We can forecast retailer "vigilante committees" which will put pressure on manufacturers to plan packaging with an eye to stocking and display of the maximum number of products and brands

in a minimum of space. This is an important trend, now detectable among alert groups of dealers in some retail fields. It should be watched and heeded.\*

*5. The makers of industrial products will discover the sales power of packaging.*

One of the greatest packaging explosions may come on the industrial products front. In the case of products sold to industry, "packaging" is a generic term covering everything that happens in the marketing process. Even the purchasing agent has his preferences. He is influenced by the appearance of a packaged product and by its manufacturer's overall corporate image as expressed at every point of contact from the salesman's calling card to the container used for shipping.

In each industry we have seen a few excellent examples of packaging awareness as carried through with the industrial product. The astonishing thing is the time lag between the advanced pioneering of the few progressive companies, and general recognition in industrial fields of the marketing advantages inherent in packaging. But recognition of the need for improved industrial-product packaging is growing fast and may soon become epidemic. Two fields showing particularly strong evidence of this are electronics and farm supplies. In both industries, companies are now seeking to develop definite corporate identity—in both the narrow and broader sense—and the package is a primary tool for achieving that objective.

The recent Wescon show in San Francisco provided striking evidence of what electronics people are accomplishing in the way of package improvement. Not so long ago, a well-packaged product in this industry stood out by its welcome novelty. Among this year's 900 or so exhibitors, the relatively few poor packages looked like orphans among their kind. The general level of performance was quite good.

*6. More research and more testing will help to take the gamble out of original packages and package changes.*

When an industry or a company wakes up to the defects of its packaging and looks for remedies, the enthusiasm of the convert and eagerness for a new look may lead to headlong and ill advised action. Companies with long packaging ex-

\* See "Irate Grocers in Drive to Correct 'Bad' Packaging," SM, March 8, 1959.



**Designing Man**

Walter Landor, head of Walter Landor & Associates, industrial designers, hangs his shingle in San Francisco, a city famous for its taste. Landor has run the design gamut—everything from nail packaging for U.S. Steel to World's Fair exhibits. He and his associates have served clients in every geographic area of the country, performed their magic for such names as Lever Brothers, Philip Morris, Crown Zellerbach, the Kellogg Co. A director of the Package Designers Council, he also travels widely in search of new design concepts. He was educated in England, Germany, France and Switzerland, was awarded an honorary doctorate of fine arts by California College of Arts and Crafts. The Landors and their two teen-age daughters live in a delightful house with a stunning view of the Golden Gate. He relaxes by strolling through super markets to observe Mr. and Mrs. Consumer's reactions.

perience may be inspected closely as examples of how best to proceed. From them, we may pick up hints, even if their products and fields of operation are different. Following their examples, a company anticipating package change or improvement should: (a) plan reasonably far ahead; (b) plan with product expansion and possible change in mind; (c) look before the leap—utilizing the skills and resources of research people and, (d) test and re-test, impartially and thoroughly.

Such a program needs an industrial designer who appreciates its wisdom and will cooperate fully. Some designers resist the intrusion of research agencies into their creative effort. Others, aware of manufacturers' growing research-mindedness,

(Continued on page 68)

## How to Keep Track of

**How can you know what you're doing—or how you're doing it—if you don't watch what THEY are up to? Here's how to keep tabs on competition—what to look for and how to find it—to avoid being caught short.**

By ALFRED B. De PASSE

and

J. STEWART FLECK

Barrington Associates, Inc.  
Management Consultants

More sales and profits have been lost because of a lack of up-to-date information than because of poor judgment. And one of the most fruitful sources of information is often overlooked because it's so close: competition.

Marketing management usually knows what competition has done in the past, but too few know enough about what competition is doing at the moment and what it is likely to do in the future. Without this information many marketing decisions become haphazard.

How much do you know about your competitors? Presuming that you recognize how valuable this information can be, we won't spend much time trying to convince you. Here are a couple of examples:

A large tool manufacturer lost three million dollars in sales one year because a competitor's new product made an entire segment of the tool company's line completely obsolete. As the sales vice president of the company later said, "The worst of it is that we could and should have known of the development. Had we known, we would have expanded our own product development efforts and brought out our new product that much sooner."

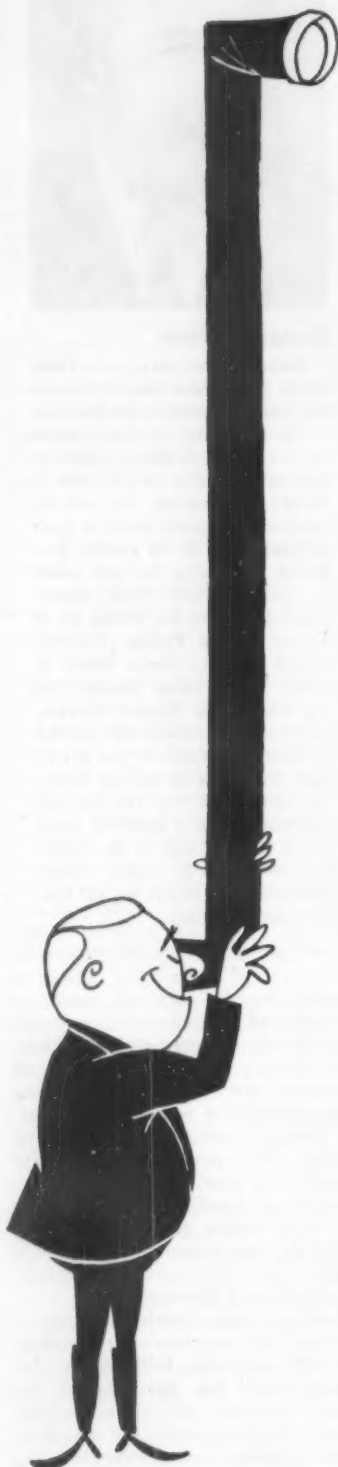
Several years ago a firm of consultants was engaged by one of the "big five" manufacturers in a particular industry to study its marketing

operations. This manufacturer watched trade association reports showing its share of the market over many years and indicated with pride a move from the No. 5 position up to No. 3. The consultants confirmed this fact in their research and analysis; but in addition found that, while the client was watching the members of the association, a non-member had obtained a volume of business in the industry just short of the combined volume of the so-called "big five."

Instead of occupying a strong third position, this company had fallen into a weak fourth position because it did not know enough about all of its competitors.

As the vice president of the company sponsoring the revealing market study said at a conference of marketing executives, "It took the knowledge of what all our competitors—inside and outside our association—were doing to shake us out of our complacency and cause us to reexamine our marketing operations completely." Since developing total competitive information, this progressive company has increased its sales nearly 30%.

How can you use information about competitors? Many management decisions can be better made in the light of up-to-date facts on competitors—not to follow competition, but to enable management to keep ahead of competition. In gen-





# Your Competition

eral, marketing executives find that knowledge of competition helps them to make vital marketing decisions more readily, more confidently, and more effectively in the following major areas:

- Establishing realistic sales forecasts and volume objectives by markets and products.
- Making strategic marketing plans for attaining objectives.
- Setting effective programs for implementing the plans.
- Measuring results.

Many companies, for example, find that share-of-market data is a better measurement of selling effectiveness than are total sales volume figures. One industrial specialty manufacturer had experienced moderate increases in sales and profits, and the president was satisfied until he learned that the company's share of the market had dropped from 25 to 14% in a little over three years. He was almost ready to relieve the sales manager until a market study disclosed important additional facts. When the company had its 25%, it was spending about 25% of the total industry expenditure on sales manpower and advertising. But two competitors increased their manpower and advertising while the leader remained the same.

When this company woke up, it found that its expenditure for manpower and advertising had dropped to 12% of the industry total—not 25%. Competitors, through more total selling power, were getting most of the increased volume in this growing industry. Share-of-market information and facts on competitors' selling power helped pinpoint a correctable weakness, even if somewhat late.

To be helpful, competitive information should be timely, should flow in continuously . . . and it should be put to work. Every company has many unused eyes and ears, and every member of the marketing organization should have a part in developing competitive information. Seemingly

insignificant pieces of information, when put together intelligently can give a picture of competitors far more detailed than any single contributor could imagine.

Assume you know the number of employees a competitor has, and want to know his sales volume. Finding the average sales per employee in your business and multiplying it by the number of the competitor's employees will provide one rough estimate of sales volume, for example (such an estimate should be carefully checked by other approaches, however).

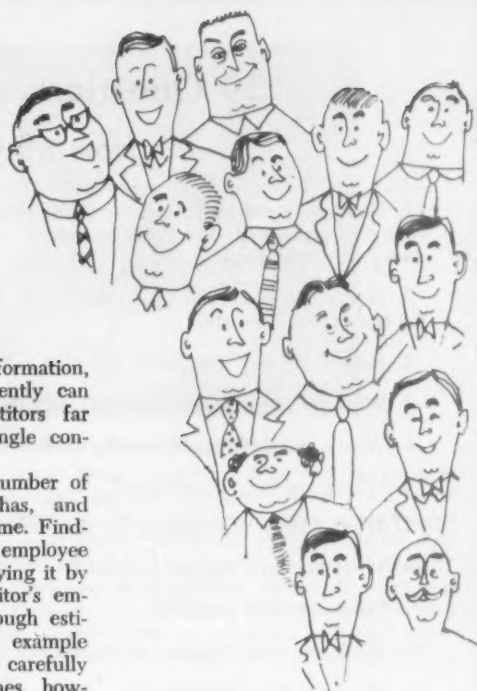
Tracing the trend of a competitor's surplus account on his balance sheet for several years may provide a method for estimating his profits.

A reasonable estimate of a competitor's sales in a particular geographic area can be obtained by visiting sales outlets and measuring the stock of specific competitors in relation to other brands. The number of competitor's salesmen in an area, or the size of district sales offices and staffs will frequently also indicate a competitor's sales volume fairly accurately—assuming that his line is similar to yours.

Here's a six-point guide that you can use in developing a program of your own:

1. **Decide what you want to know.** Before attempting to collect competitive data, the Vice President of Marketing (or the top marketing officer, whatever his title may be) should decide what information is wanted, what it's going to be used for, and what form it should be in. This vital step of setting objectives can prevent waste of time and effort and can assure the development of useful information. The 39 questions on the facing page show some of the kinds of competitive information many marketing executives use.

2. **Find out where you can get it.** A lot of the information you want can be acquired easily and inexpensively. Competitors themselves will often be glad to exchange information, either



directly or through a third party. Frequently a consultant is retained to collect, analyze, and disseminate information among cooperating companies without identifying the source of any particular set of figures.

Sometimes all you have to do is ask your competitors. Government publications, industry and trade publications, and newspapers also furnish a wealth of competitive data which can be used to guide marketing discussions.

Customers (executives, technical, production, purchasing, and sales personnel) often have and are glad to share competitive information which can result in better supplies and services for themselves.

Annual reports, quarterly financial reports, credit reports, and write-ups from investment advisors and brokers are sources of valuable competitive data.

You can keep up with competitive developments by purchasing and analyzing competitors' products, studying their catalogs and brochures, and checking their price lists.

3. **Determine who will do what.** Responsibility for the development of specific information is often assigned to:

... **The Market Research Department.** As more and more companies establish their own market research departments, the development of competitive data becomes a part of regular activity.

## 39 Questions about Your Competitors— How Many Can You Answer?

1. How many competitors do we have? (including competitive materials and products outside your industry, if applicable.)
2. How much of the market do they have (including trends and forecasts)?
3. How have they fared over the past five years?
4. What are their marketing objectives?
5. Where are their manufacturing facilities?
6. Where are their warehouses?
7. What distribution systems do they have?
8. What are their current products?
9. What are their prices?
10. What are their standard discounts and terms?
11. How are their deliveries?
12. Is any one competitor concentrating on a particular segment of the market?
13. What future products are they planning?
14. What is their reputation in the industry?
15. What do customers think of them?
16. How are they organized for selling and marketing?
17. How many in the home office?
18. How many in the field?
19. What types of people do they have?
20. How's their turnover?
21. What kind of sales training do they practice?
22. How do they pay their people (including base salary, incentives, fringe benefits, etc.)?
23. Are they planning any acquisitions or mergers?
24. Are they building new plants?
25. Are they opening new sales offices?
26. What kind of new equipment are they buying?
27. How profitable are their operations (gross and net)?
28. How much authority do their salesmen have (on deliveries, special discounts, etc.)?
29. How do they support their salesmen (top-echelon contacts, financial assistance to customers, factory visits, 13-unit dozens, "push money, etc.)?
30. What are their billing practices?
31. What kind of sales promotion activity do they have (direct mail, promotional, personnel, etc.)?
32. What is their advertising program (theme, budget, publications, and media used, national or regional, cooperative programs, etc.)?
33. What is their returned-goods policy?
34. What are their warranties and guarantees?
35. What are their field service policies and practices?
36. How important is our market to their total business?
37. How much total selling power (direct sales plus advertising and promotion plus staff) does each competitor have?
38. How does the total selling power of each compare with its share of the market?
39. How much do they know about us?

... **Field Sales Personnel.** This is one of the best channels to use for the development of information about competitors, and it is a channel that has been neglected by many companies. With the proper tools (such as well-designed and simply prepared call reports and competitive files), salesmen can easily and quickly and effectively obtain and send to headquarters timely information for sales-management use.

... **Other Company Personnel.** The

Credit Department, Purchasing Department, and Technical Service Department should be instructed to systematically report to Marketing Management information which comes to them about competitors' operations and products.

... **Management Consultants.** Studies to develop and analyze large and diverse kinds of competitive information in relatively short periods of time, ranging from a week to a few months, are often assigned to

professional management consultants.

4. **Train and stimulate all participants.** Many salesmen and others fail to report significant information simply because they don't realize its value or their responsibility. Marketing executives with organizations which report and analyze competitive developments find that:

... Personnel with a responsibility to develop competitive data must understand their responsibility clearly and must be continually reminded

of it—through such things as position descriptions, supervision, and other communications devices such as bulletins, sales meetings, and performance evaluations.

... Special training helps, too. Such training programs—which are frequently conducted for market research personnel as well as for salesmen, field sales managers, and others—can be used to increase ability to determine the best source of information, ask the “right” questions, evaluate information received (including the ability to distinguish between facts and opinions) and organize and present information in the most useful form. Sales training in the marketing concept also helps sales personnel to be more alert to competitive developments in the market.

**5. Put the information to work.** It doesn't do any good to have a file—or a dozen or more files—on competitors, unless the information is used by those who need it.

Three examples of what the marketing vice president or director of marketing can do:

(a) Check his sales policies and programs. (Should sales effort be increased? Should prices or terms be modified?)

(b) Take a fresh look at the overall effectiveness of his sales and marketing operations. (Is the marketing organization designed to take advantage of all the market opportunities and competitive weaknesses that exist?)

(c) Reexamine selling expenses and distribution costs. (Is the company paying a windfall compensation? Are warehousing operations as economical and effective as they should be? Are they needed?)

**Three examples of what the Sales Manager can do:**

(a) Review the company's territory alignments. (Does the company have a sufficient number of salesmen? Are they located so that unnecessary travel time is eliminated? Are they located to exploit competitive weaknesses? Does the company know how much business it should obtain from a territory?)

(b) Review field sales practices. (Are salesmen missing business opportunities that competitors take advantage of? Do they manage their time well? Are they spending too much time on low-potential accounts?)

(c) Check sales supervision. (Do supervisors know competitors' weak-



### Two Bringers of Order from Marketing Chaos

Co-authors J. (for James) Stewart Fleck (l) and Alfred B. De Passe are marketing consultants for Barrington Associates, Inc., with headquarters in New York. Except for a mutual talent for organization, a consuming interest in marketing and the fact that both are commuters, they're as different as they look. Fleck was educated as an industrial engineer, spent his first eight years of business life on work simplification, methods and standards for Montgomery Ward and Benix Aviation. It wasn't until 1946, while he was assistant director of manufacturing for Bendix, that he found himself on the marketing side. Marketing came into the picture when he developed a long-range marketing plan to help his company make the production switch from war effort to consumer goods.

De Passe has had experience in every major marketing function and has marketed a wide range of products. (Here's what came up under “S” in his list: springs, sporting goods, silicone chemicals, saws, shoes, saxophones, surface coatings and smoke detectors!). He's worked for such firms as General Electric, Walter Kidde & Co., Alco Products. A Columbia graduate, he's author of *Small Plant Management*.

nesses? Are they reporting significant market and competitive information? Do they use sound practices in supervising, motivating, evaluating, and developing salesmen?)

Comprehensive knowledge of competitors helped a major manufacturer and printer of paper to maintain prices and profits in a market of declining prices. This company knew competitors were taking some volume away from it because of lower prices; but more important, it also knew that competitors' machine capacities limited the volume it could take away.

With this knowledge, the company was able to weigh its profits on present volume at lower prices against its profit on a somewhat lower volume at higher prices. Because it knew that competitive capacity could not meet the market's demands, it decided to hold its prices and promote the quality of its products . . . and it kept almost all of its market without hurting profits significantly.

During a recent business recession, the furnace industries' volume declined in the first six months. A large manufacturer found that competitors

were trimming production schedules and finished-goods inventories. On the basis of this information and market data provided by its consultants (which forecast sales increases during the last six months of the year), it increased production and inventories of finished goods to maximum capacity—and it sold all it could produce. Knowledge of competitors and market enabled this manufacturer to increase its share of the market and to enjoy its most profitable year.

**6. Measure your results.** This means evaluating not only the performance of the information-gathering operation, but also the sales and profit performance of the selling organization.

Many executives review the quality of the information they are receiving by checking it against later developments when forecasts and plans which use the information are reviewed. Critical information on new competitive developments is frequently checked in person by management.

The most common marketing eval-  
(Continued on page 70)

## Marketing on the Move

### Mrs. Consumer: What Is She Like?



## New Directions in Marketing: Answering Woman's Hunger for Information

How a secondary need has skyrocketed into a "primary" want—and is changing the way we appeal to women.

By JANET WOLFF  
Vice President and Copy Group Head  
J. Walter Thompson Co.

Illustrations by Bernard Owett  
Art Director, J. Walter Thompson Co.



### With a Slant on Female

Janet Wolff is v-p and copy group head at the J. Walter Thompson Co. In a profession that grinds up strong men and spews them out as chaff, she's calm, assured—and for her acumen, she collects. A San Franciscan, she lived in Paris as a teen-ager, attended the Sorbonne. Later she studied at Finch College and Tobe-Coburn School for Fashion, as training for her life's work. For 17 years she's specialized in creating the feminine slant in advertising, has helped develop some of the foremost campaigns directed to women. Among them: "That Ivory Look," "Duz Does Everything," "Nothing Measures up to Wool," the Scotkins' wet-strength

campaign. Recently she won the Tobe-Coburn Alumnae Association's prized "Mehitabel" for outstanding achievement in the fields of advertising and fashion. In June she copped the Philadelphia Club of Advertising Women's annual award in honor of her book, "What Makes Women Buy." In 1958, Gamma Alpha Chi, national fraternity of advertising women, named her the Advertising Woman of the Year.

She does not have a mustache; she does not wear her hair in a crew cut. An intensely feminine woman, she's a busy wife—to Dr. James A. Wolff, a pediatrician at Babies Hospital—and mother. The Wolffs have four lively kids, age ten, eight, five and baby Timothy, seven months.





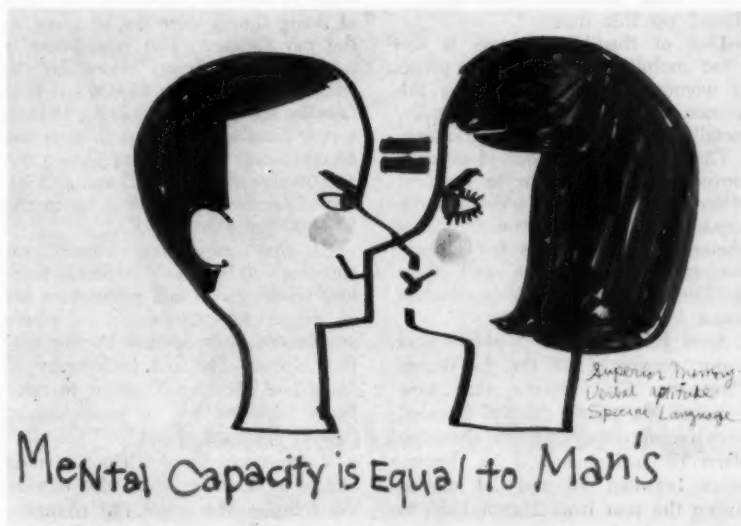
Into the lives of today's women has crept a growing "primary" need—a need that promises to take on enormous proportions during the sixties—the "hunger for information."

Just what is this new hunger for information? It seems to be a desperate need in woman for knowing—for the knowledge that gives security. She craves, just as one might crave a piece of candy, knowledge and information about everything that concerns her world—her world most often being the four walls of home and the people who live in them or near them.

She wants to know what the products and services within her range are like, what they will do, what they will not do, what and when they are for. She also wants the answers to what other people think about them, who uses them and why. Woman is an emotional creature—so just the bare facts are not enough—she wants to know the feelings behind those facts.

Woman's need for information is a "sleeper." It's been there for years (but apparently until recently was easily satisfied). But now, suddenly, or what seems suddenly, as if overnight, we hear a crying from today's woman for information... information... and more information.

"I never did anything at home and I haven't got the vaguest idea how to keep house. Who can help me?"... "The shelf is packed with all kinds of soaps and detergents. How do I know which one does what?"... "No matter what I do,



the children just won't eat enough at mealtime. What can I do?" A woman seldom gets through the day without running into some problem, some situation she doesn't know the answer to, can't handle.

The need for information has developed into a "primary" want in the sense that it is the reason behind a good many of women's actions. A woman will go out of her way to find out about a type of product or how to do a job—make an effort to get information.

Actually information is a means—a means whereby a woman satisfies her more driving desire for security. And, as you know, the means for reaching an end can become as important as the end itself. If a woman has all the information she feels she needs, then she feels secure, right, correct, smart—the things all of us want to be—in her choices and decisions. Information puts her in command of the situation.

Woman's new hunger for information makes the fulfilling of that desire essential in selling to her today. It is a basic part of every sale . . . for if a woman doesn't get the information she wants about a product, she either won't buy or will likely end up dissatisfied. Today, information, also, makes a powerful major appeal. Women just aren't being told everything they want to know, and the appeal of information should attract and motivate a large portion of women.

The reasons behind the growth of this new appetite for information offer us insight into satisfying the hunger through selling. Why are today's women starved for information when it didn't concern the woman of yesterday? Of all the newness and change in our work . . . what newness, what change stirred up this hunger?

One of the big answers is the great mobility. Never has a group of women "gotten around" like the women of today. Mentally, physically, socially, women are on the move.

Last year almost 1 out of every 5 moved from one house to another! Many of the moves were to the opposite end of the country. This phenomenal figure does not include the exodus of women and their families to a second house—a vacation house in the summertime.

Arno Johnson, vice president and senior economist at the J. Walter Thompson Co., reports that new homemakers, young married females, were far above average in changing place of residence—435 of housewives between 18 and 24 moved during the year from March 1955 to

March, 1956. The great rate of mobility promises to increase rather than slack up. It is estimated that by 1970 the number of moves per year will grow by 50%.

Time was, the normal thing was for a woman to live around the corner from her folks. Now the normal thing is for her to live in another part of the country—or, at the very least, across town, and usually in a neighborhood a little bit better than that of her parents.

The result of this has been that, when the new slipcovers get stained, a woman can't ask mother what to do—a long distance call from Seattle to Miami is too expensive. Anyway, chances are mother wouldn't be at home—these days she might be at her job.

Even if she did find mother at home, there is some question about the advice that could be given. A mother doesn't have any way of knowing about the hundreds of new fabrics, say, any more than the daughter does.

And there is even more question about how young women take advice from their mothers today. Perhaps you've heard the story about the young woman, who, when she bought a ham, always asked the butcher to cut it in half. He asked her why, and she said, "because my mother always did." Next time she saw her mother she asked the reason for it, and her mother replied, "because I never had a pan big enough to hold a whole ham."

Today's woman is questioning what the older generation did—and often rejecting the ideas and values of her parents.

For most of today's women are moving socially up the ladder as well as moving about physically . . . and many of the old values and old ways of doing things seem out of place in the new setting. The population is rapidly moving from "blue-collar" to "white-collar." The \$3,000-a-year families are rapidly becoming \$5,000-a-year families . . . and in turn the \$5,000-a-year families are joining the \$7,500-a-year group . . . and \$7,500-a-year families are moving up to the \$10,000 bracket.

As they move up, women are entering unfamiliar territory—territory where goods and possessions are of prime importance . . . where people are often judged by the way they spend. The old philosophy of "save and get ahead" seems to have been replaced by a new axiom, "spend and get ahead."

Many, many times when a woman makes a move—as from the city to the suburbs—she is not just changing

houses, she's changing her whole way of living. Suddenly, she is involved in "togetherness," automobiles, cook-outs, boats, pools, community activities—a whole new world. For a year or better she will be at loose ends trying to orient herself to her new life—learning to do things the way the rest of the community does. She will need to buy lots of new goods—goods which are completely new to her existence.

Life magazine's Consumer Expenditure Study indicates that families who have moved within the year spend 50% more on home furnishings, appliances and equipment than do other families. During this year a woman is going to have to make a lot of decisions. She wants information, and lots of it, about everything from garden tools to best sellers (so she can keep up with the discussion at the neighbors' parties).

So we find, that woman's mobility—socially and physically—has robbed her of her major source of information in the past, her mother, while at the same time putting her in a position where she needs information more than ever.

Women's appetite for information has also been whetted by the tremendous number of choices in goods and services available today. For instance, over 30% of the products a woman uses in the grocery store today weren't even on the shelf ten years ago. Everywhere a woman turns she finds the same thing—completely new products she's never seen before, goods that bear no relation to the tools she's used in the past. How is she going to tell what they are like, what they will do—other than spending her money and finding out the hard way?

And that's not all. Even if the product is something she's become familiar with—such as a washing machine—the choices, when she gets ready to buy, seem endless. To begin, she may choose among upwards of 25 brands of washing machines—most of which offer a choice of white or several colors. Then, there are non-automatic, semi-automatic, fully automatic, washer-dryer combinations and portables. Further, there are tumble action machines; oscillating agitator models; pulsating agitator washers; agitated, spiral tub units; and the energized water type. Is there any wonder a woman becomes confused—wants plenty of information before she makes an investment?

More important, today the choices are hers—really hers—for much of the time she shops in new, big, self-service stores. She's free to look over the merchandise and pick out what she wants. But, so many times



**where  
to  
talk  
to  
women**



**CHICAGO'S AMERICAN**

she doesn't have the knowledge, enough information to make a choice.

Then she is in a dilemma. For sometimes the product has helpful information attached to it . . . and sometimes it does not. Sometimes she can find a salesperson . . . and sometimes she can not. If she shops big stores, her chances are slim.

Even if she does find a salesperson, he or she may not be really helpful, able to tell her about the products. The salespeople themselves are confronted with so many new products and types of services and features that they have a hard time keeping up.

But, whatever the reason, over and over again, you hear remarks like this one from a housewife who attended the first annual Congress of Better Living sponsored by McCall's: "I am a little disappointed about salespeople. It is natural for them to want to make a sale, but sometimes I think they don't give you enough information." Almost half of the women attending this meeting indicated they felt that salespeople did not know their merchandise.

Thus, the tremendous number of choices, coupled with the lack of help in making choices, adds daily to women's need for information.

Choices are not easy for a woman to make anytime—for most often she does not feel sure enough of herself. She lacks confidence, security. Psychological tests, almost without exception, find that the greatest recorded difference between men and women is in their degree of security. Male confidence is high while women are extremely low in self-confidence.

Faced with making a choice, most often a woman feels a terrible tension. What choice will she make? Does she know enough to decide? Can she do it? Will the decision be right? She usually feels so unsure of herself that she seeks out the opinions of other people. Even after she has finally made a decision, she wants someone to reassure her that she is right. She may ask her husband four or five times how he likes her new dress. She has to be told again and again that she is correct, so great is her lack of confidence.

Fuel has been added to the fire by a cultural insecurity. The prevailing mood is live-for-today-who-knows-what-tomorrow-brings. Hydrogen bombs, satellites, two-headed dogs, moon rockets are not designed to give a feeling of security.

The change in life is fast and sometimes threatening. In the past, change was a rather gradual process. A woman could see it happening—

take her time adjusting to it.

Today change has speeded up. If a woman stops to take a breather, she is left behind. For instance, new products come on the market faster than she can try them—adjust to them. Before she can try a new product, it seems as if there's a newer one. So, there is usually a lag, a considerable lag, between the time women use them in any numbers—as in the case of frozen foods.

Women's natural insecurity is no longer allayed by the security of life around her. She feels there is no place to turn. Her feeling of lack of information about her daily surroundings and doings makes her drive for security even more intense. She finds that knowledge gives her a feeling of capability—is one of the major things that helps make her feel secure.

The hunger for information—information which gives security—is so great that women are going all out to satisfy it. Just look at these signs of the surge for information. Close to one-half of the adult population are high school graduates. About 16.5 million Americans have attended at least a year of college. About 630 million books are now being bought every year. This is almost double the book sales of ten years ago. The how-to books, giving instructions on everything from success in business to success in leisure-time activities, have shown an even more spectacular increase. Some 9 million adults are enrolled in study courses.

Women are seeking out information in every nook and cranny—but on the whole their desire has not been satisfied. So now, let's look at who and what women are turning to for information. See how, in some instances, information is being used powerfully in selling, and how it can be used even more.

In their search for information women are relying heavily on some of the more traditional sources and giving more and more credit to some new ones.

But who can tell her like a friend? Probably no one these days, she feels. Certainly friends have filled in the void left by physical and social distance between many mothers and daughters. A woman can often find out much she wants to know from a friend who has used a product or service and likes it—there's no better advertisement.

In fact, in most communities there are certain women who are sort of professionals at dispensing information. They try new products, keep up with the latest things—and offer their "expert" advice to the other women in the neighborhood. If we

can see that these women get the facts about the goods and services we are selling, then they will serve as a private, and most effective, broadcasting system.

But sometimes a woman's friends don't have the information either, or are reluctant to admit they might have made a bad purchase. Then, too, there are times when a woman doesn't have a friend she can ask—when she's just moved into a new neighborhood, for instance.

That's one of the reasons a magazine often functions as a friend. The women's service magazines, especially, are a virtual fountain of information. Just look at some of the articles in one issue, the September issue of *Ladies' Home Journal*, for instance: "The Remarkable Inefficiency of Efficiency" by Dorothy Thompson, "Can Dawdlers Be Speeded up?" by Benjamin Spock, M.D., "Help for the Talented and Ambitious Student" by Margaret Hickey, "How to Dress Well on Practically Nothing" by Bet Hart, "The True No-Iron Story" by Hazel Owen, "What Does the Gardener Do in Fall?" by Richard Pratt, "Dining Rooms with a Difference" by Cynthia McAdoo Wheatland, "Tell Me Doctor" by Goodrich C. Schauffer, M.D., "Accessories '59" by Wilhela Cushman.

It is a well-proven fact that many women depend on the service magazines and the advertisements in them for information and ideas—so we need not labor the point at length. It is enough to say that this type of comment is made over and over again by women:

"When I planned my house, I kept folders of clippings from magazines. My husband had one and I had the other."

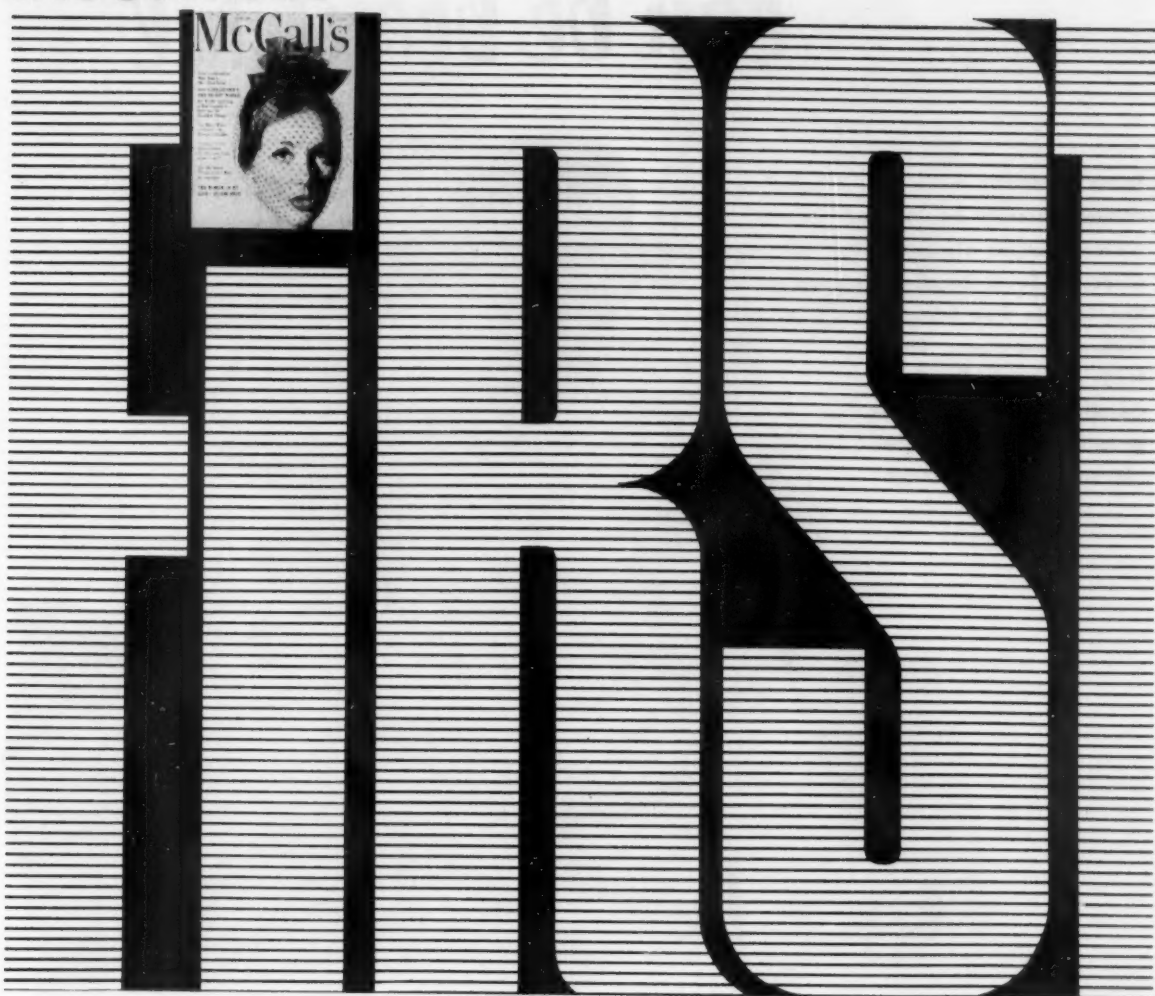
"We get our ideas from magazines. We never throw a magazine away until each one of us has signed that he has finished it."

"Magazine advertising provides a lot of ideas for me. When you look through a magazine, you see things, and then you decide what you want."

Other media—radio, television, newspapers—are also prime sources of information for women. Here they find out what other women are doing . . . what changes are taking place in the world around them . . . what the well-known people, the standard-setters are doing . . . how to do jobs . . . which products will do what.

In the last ten years or so, the women's pages of the newspapers have claimed more space and also put less emphasis on social news, more emphasis on service features.

# McCall's is



## number

# 1

**in total editorial lineage  
in 4-color editorial pages  
in total service editorial lineage  
in food editorial lineage**

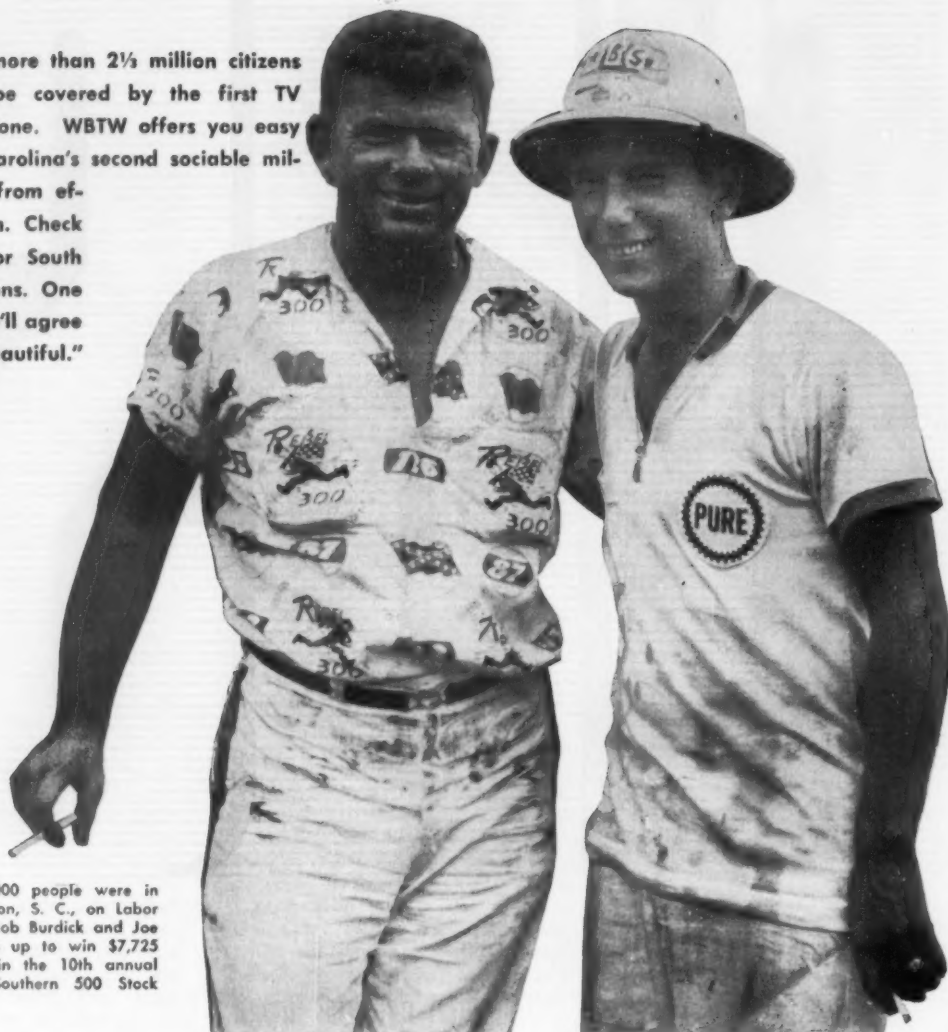
McCall's today leads the field in presenting the most service lineage, the most reader lineage in the most attractive 4-color editorial format in the service field. The results? Newsstands sell out issue after issue. Subscription renewals zoom upward, and, beginning in February, 1960, you're guaranteed a new circulation of 5,700,000 (up 500,000). New

five-color presses developed exclusively for McCall's make possible a new economy in rates. No increase in cost-per-thousand for 4-color or 4-color bleed pages, as well as no extra charge for bleed. McCall's today is your most efficient advertising buy. Ask your McCall's representative for details.

NOVEMBER 10, 1959

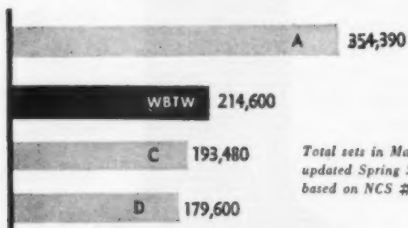
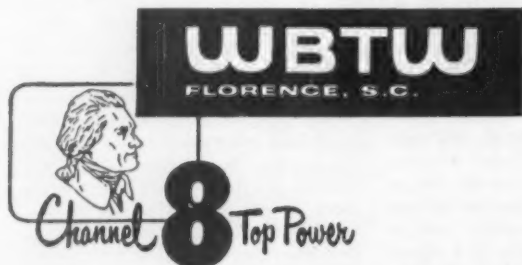
# "SECOND can be beautiful"

South Carolina's more than 2½ million citizens cannot possibly be covered by the first TV market stations alone. WBTW offers you easy access to South Carolina's second sociable million largely free from effective competition. Check NCS #3 totals for South Carolina TV stations. One good look and you'll agree "Second Can be Beautiful."



More than 80,000 people were in nearby Darlington, S. C., on Labor Day to watch Bob Burdick and Joe Weatherly team up to win \$7,725 second money in the 10th annual world-famous Southern 500 Stock Car Race.

**Serving South Carolina's SECOND Biggest TV Market**

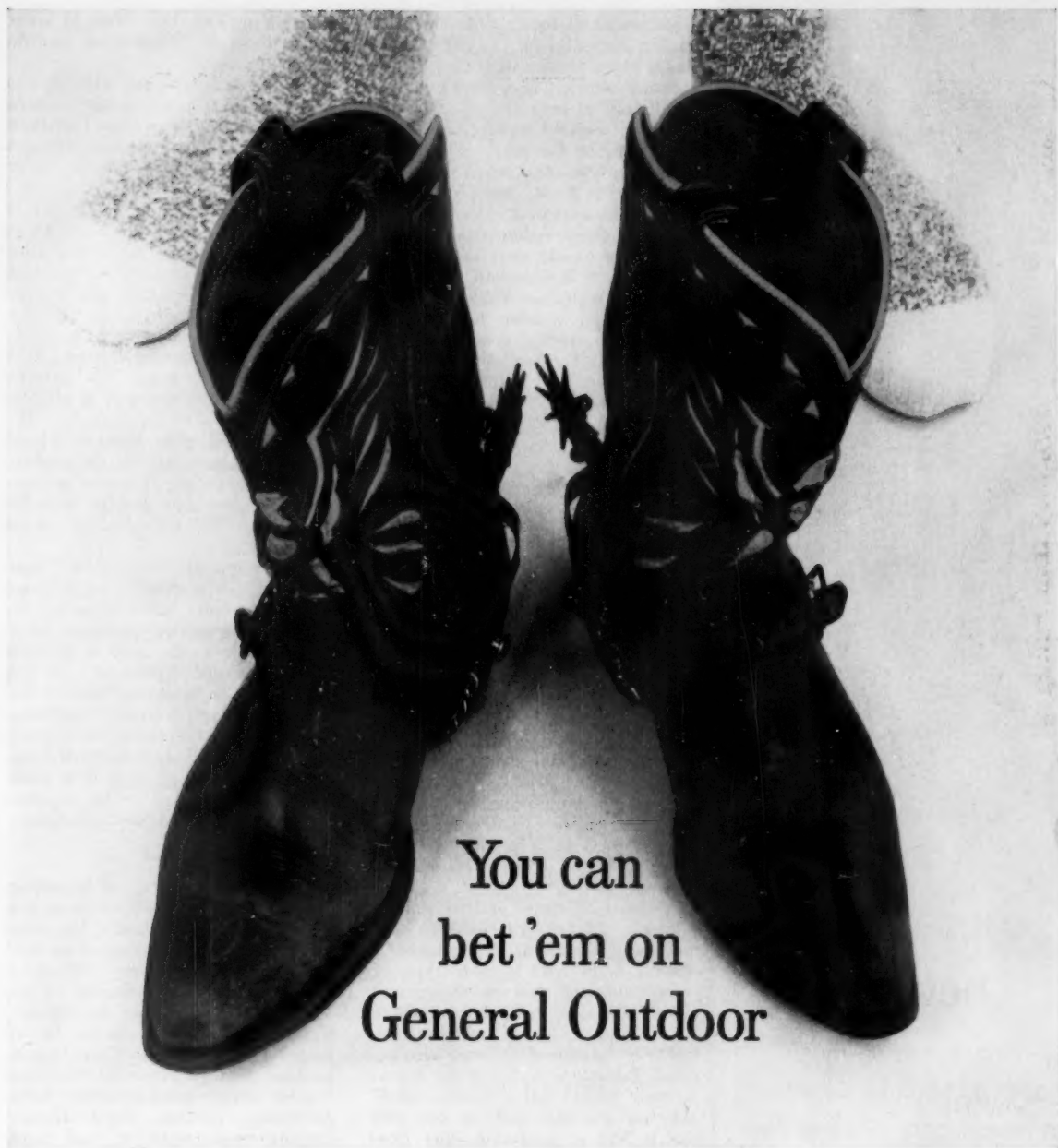


Total sets in Markets —  
updated Spring Set Count  
based on NCS #3 coverage.

THE JEFFERSON STANDARD BROADCASTING COMPANY represented nationally by CBS TV Spot Sales

SALES MANAGEMENT





You can  
bet 'em on  
General Outdoor

You can't lose! First of all, General Outdoor's larger plant size and greater individuality of panels give the kind of penetration and coverage it takes to deliver customers. And what's more, you get audited circulation figures to prove it! On all this, and much

more, *you can bet your boots.*

When you buy General Outdoor plants, you buy with confidence. Promise matches performance—as thousands of satisfied advertisers will testify. For details, call your local GOA office or write to us in Chicago.



Covers 1700 Leading Cities and Towns

**General Outdoor Advertising Co.**

515 South Loomis Street, Chicago 7, Illinois

NOVEMBER 10, 1959

29



these figures  
never lie!

Nothing moves so much  
goods so soon as advertising  
in newspapers . . . or in their  
Sunday magazines. Local  
retailers prove that every day.

# Parade

PARADE . . . The Sunday  
Magazine section of 65  
fine newspapers reaching  
nearly ten million  
homes every week.



This, from all indications, has been highly successful for the newspapers. It has given women what they want—information . . . and more information. And, of course, because of its local or localized nature, newspaper advertising on the whole is of the informative type. And, today, the more informative it is, the better the chances of attracting women.

While many radio stations use a pattern of music and news, many others have a complete variety of programs, including really helpful information for women. Radio advertising often does a good job of informing too. But with the new great demand from women for information, more informative programming and advertising would not be out of place.

Television has proved a vital new source of information because of the nature of the medium. Through television a woman can actually see for herself. To date, informative programming has been limited, but it does a powerful job because it is visual. Television, as a medium, offers opportunity for more informative advertising. Products are demonstrated. A woman can see how the product works, what it will do, how it compares. The demonstration has been widely used on television—but not utilized to the extent it could be.

Advertising can and does give woman a lot of ideas and information. Advertising introduces her to new products, points up differences, lets her know what a product can do. This is true of at least the majority of advertising.

However, some advertisements unfortunately fail to include the nuts and bolts, the facts. For instance, a dinette table with a new type of composition top may be shown and beautifully described, but nowhere is mention made of whether the table is heat-resistant and alcohol-proof. Possibly it is, but if the manufacturer doesn't tell a woman, probably no one else will, or can—and she is left in confusion. She likes the table, but doesn't want to take a chance on the new type of material. This is a hypothetical case—but this kind of thing can often happen.

With the great number of products on the market, many of them completely new—it is increasingly important for the manufacturer to inform women through advertising.

Now, it is at point-of-purchase, when the woman gets in the store, that she is most likely to feel an acute need for information. She is alone, without her informed friend or magazine or advertisement. Let's say a woman going into a store knows she wants to buy a certain

type of product, but wants to know more about it. What does she do then?

First, perhaps, she will try to find a salesperson to ask. As we have noted, her chances are slim, and even if she finds a salesperson, chances are he or she may not be really helpful.

The next thing she might do is examine the product to see if there is any information on it. At this point the written message on the product becomes the sales agent—and it may make or break the sale. If the information a woman wants is there, she is swayed toward buying. If it isn't, she is likely not to buy. If there is no informative material at all, she is at a loss.

Today, most often, there is at least some information right on the product for women to see. For the government requires that certain facts be given—such as the content of a fabric.

But required information goes only so far—a woman wants to know more. She looks for information on use, how the product performs, what other people think about it, as well as its actual composition. It's not just the facts—the emotions behind the facts, or the facts in an emotional way, that appeal to her most. Every product will probably fare better if complete information about it is in some way attached to it—a written message on the package, a sticker, a hang-tag, etc.

There are many ways of imparting information at point-of-purchase, but among the most successful has been the approval of magazines or an outside, disinterested party. When a woman sees an endorsement by an outside party, one whom she respects, she usually readily accepts it as gospel. For instance, the Good Housekeeping Seal of Approval reassures women about products—they have confidence because Good Housekeeping recommends it, and most women feel Good Housekeeping would recommend only good products. The endorsements of such organizations as Parents' Magazine and the American Medical Assn. also give women confidence, reassure them when buying.

The McCall's "Use-Tested" tag has also proved to be a highly successful way of informing and selling to women. It gives endorsement of performance by McCall's editors—"We Used It and We Liked It," assuring women that the product has been tested under conditions of actual use and passed the test. Then, the Use-Tested tag, attached to the product (which may be anything from Ram-

SALES MANAGEMENT



## now! get the facts about this important market

### WRITE FOR YOUR COPY TODAY!

Sell office supplies and equipment? Apparel? Cosmetics? Or other women's products? TODAY'S SECRETARY's new Fact File gives you the facts you'll want to have about selling this important, influential buying group.

TODAY'S SECRETARY is the *key* to the booming secretarial market — the only magazine reaching a concentrated, nation-wide paid circulation of secretaries in business and training. Over 145,000 young career women subscribe to TODAY'S SECRETARY . . . and surveys show that over 345,000 additional pass-along readers see the magazine every month.

TODAY'S SECRETARY readers are a major influence in the choice of office equipment and supplies. They're a higher income group who spend millions of dollars on apparel, grooming aids and all women's products.

Get the facts about selling this important, growing market. Phone or write for your copy of TODAY'S SECRETARY's Fact File *today*.

**TODAY'S  
SECRETARY**  
*Magazine*

330 West 42nd Street, New York 36, N. Y. • Longacre 4-3000



## in a nutshell

More than 85% of Baltimore families (1.5 million people) live within a 15-mile radius from the heart of downtown—roughly the ABC city zone—making Baltimore a *uniquely compact* market.

An estimated 92% of the total Baltimore market retail sales are made in this same compact area, making it a *highly productive* market (America's 12th largest, in fact).

Baltimore's centralized growth in the past 20 years has added half a million people (about equal in size to such complete cities as Miami or Rochester)—making it an *ever-growing* as well as a compact, rich market.

Contact with this compact market now, as always, can best be established by your use of the Sunpapers. More than 88% of our daily circulation (77% of it home delivered) and more than 82% of our Sunday circulation (80% home delivered) is in Baltimore's compact city zone. With the Sunpapers, you reach the overwhelming majority of Baltimoreans where they live, where they work, and where they buy.

# The Baltimore Sunpapers

ABC 3/31/59: Combined Morning and Evening 413,299—Sunday 319,972

National Representatives: Creamer & Woodward, Inc.—New York, San Francisco, Los Angeles  
Scolaro, Meeker & Scott—Chicago, Detroit

## How to Determine Your Sales Potentials

Scientifically proven forecasting methods which will indicate your actual sales 6 months to 1 year ahead. Allow us to send you, without obligation, our brochure on Sales Forecasting.



**J. CARVEL LANGE, Inc.**

Subsidiary of Industrial Commodity Corporation—26th Year

122 East 42nd St. OXford 7-1262 New York 17, N.Y.

bler to Ajax), goes on to tell women about the features that the McCall's editors found most interesting. For instance, one of the tags begins, "This range baked delicate angel foods and perfectly formed, evenly browned cake layers. Roasts and oven meals were done to a tee." Now, what woman does not feel she has found a friend? Someone who knows what she needs to know, and is willing, eager to help her.

Tags of this type make tremendous salesmen. One store-owner reported that ten minutes after he attached the McCall's Use-Tested tag to a refrigerator, a woman bought the refrigerator on the basis of just the sales message on the tag. Tags of this type do double duty, for they also inform the sales staff. They are an easy answer to this great problem of acquainting salespeople with new features and products.

Creative tagging has many possibilities and applications—tags which allow a woman to test the product, for instance. In these days of prepackaging, a woman often can't use her senses to guide her in buying, which adds to feelings of insecurity. So a tag with actual swatches of material, say, enables her to test the product—can be a major factor in buying. Or perhaps a tag attached to a make-up kit, which has a color dial to key her make-up, clothes, and complexion.

As self-service grows, as the number of products grows, it also seems essential that informative advertising, retailing, and tagging must also grow in order to sell to women.

Only recently has the need for information risen to primary importance so, to date few manufacturers and advertisers have considered information as a major appeal to women. But today, it should have tremendous appeal—and will probably continue as a major contender in selling—appeals for many a day. There is hardly a person involved in selling to women who has not found out, or will not soon be confronted with, the importance of information in appealing to women.

More and more we should see the success of informative tagging and informative advertising. For, in their seeking for information, women will likely turn with intense interest to such topics as "the winter coat story," "using frozen foods for your family," "what you should know about washing machines."

Selling of this nature has the element of success for it is helpful, sincere. But all appeals based on information are not truly informative. The information must be accurate

**SALES MANAGEMENT**



*concentrate  
your advertising  
where your sales  
opportunities  
are greatest!*

# Families with children spend 70% more for consumer goods than families without children

## DIFFERENCES IN SPENDING BY FAMILIES WITH CHILDREN AS COMPARED TO FAMILIES WITHOUT CHILDREN

	Total U.S. Annual Expenditures (a)	Yearly Expenditures by Families with Children (b)	Percent of U.S. Total Purchased by Families with Children	Families With Children Spend This Percent More Than Families Without Children
TOTAL	\$284,442,000,000	\$179,198,000,000	63%	+ 70%
FOOD	\$ 74,340,000,000	49,064,000,000	66%	+ 94%
HOUSING	35,367,000,000	22,635,000,000	64%	+ 79%
HOUSEHOLD APPLIANCES	4,762,000,000	3,143,000,000	66%	+ 94%
FURNITURE	4,343,000,000	2,823,000,000	65%	+ 86%
HOUSEHOLD UTILITIES	10,819,000,000	6,816,000,000	63%	+ 70%
CLEANING & POLISHING PREPARATIONS	2,770,000,000	2,022,000,000	73%	+ 170%
AUTOMOBILES	14,575,000,000	8,891,000,000	61%	+ 56%
GASOLINE & OIL	10,220,000,000	6,643,000,000	65%	+ 86%
WOMENS & GIRLS CLOTHING & ACCESSORIES	13,173,000,000	8,036,000,000	61%	+ 56%
MENS & BOYS CLOTHING & ACCESSORIES	7,661,000,000	4,980,000,000	65%	+ 86%
FOOTWEAR	3,749,000,000	2,699,000,000	72%	+ 157%
JEWELRY & WATCHES	1,894,000,000	1,155,000,000	61%	+ 56%
TOILET ARTICLES & PREPARATIONS	2,123,000,000	1,337,000,000	63%	+ 70%
RECREATION	15,908,000,000	10,817,000,000	68%	+ 112%

SOURCES: a) Total 1957 Consumer Expenditures—U.S. Department of Commerce. (Released in June 1959—the latest figures available).

b) Percentage of expenditures by families with children for housing, furniture, appliances, and automobiles—from special tabulations of the U.S. Federal Reserve Board annual Survey of Consumer Finances.

Percentage of expenditures by families with children for all other classifications—from University of Pennsylvania Study of Consumer Expenditures, Income and Savings.

**only Parents'**  
MAGAZINE & FAMILY HOME GUIDE

*concentrates virtually  
100% in biggest-buying  
families with children!*

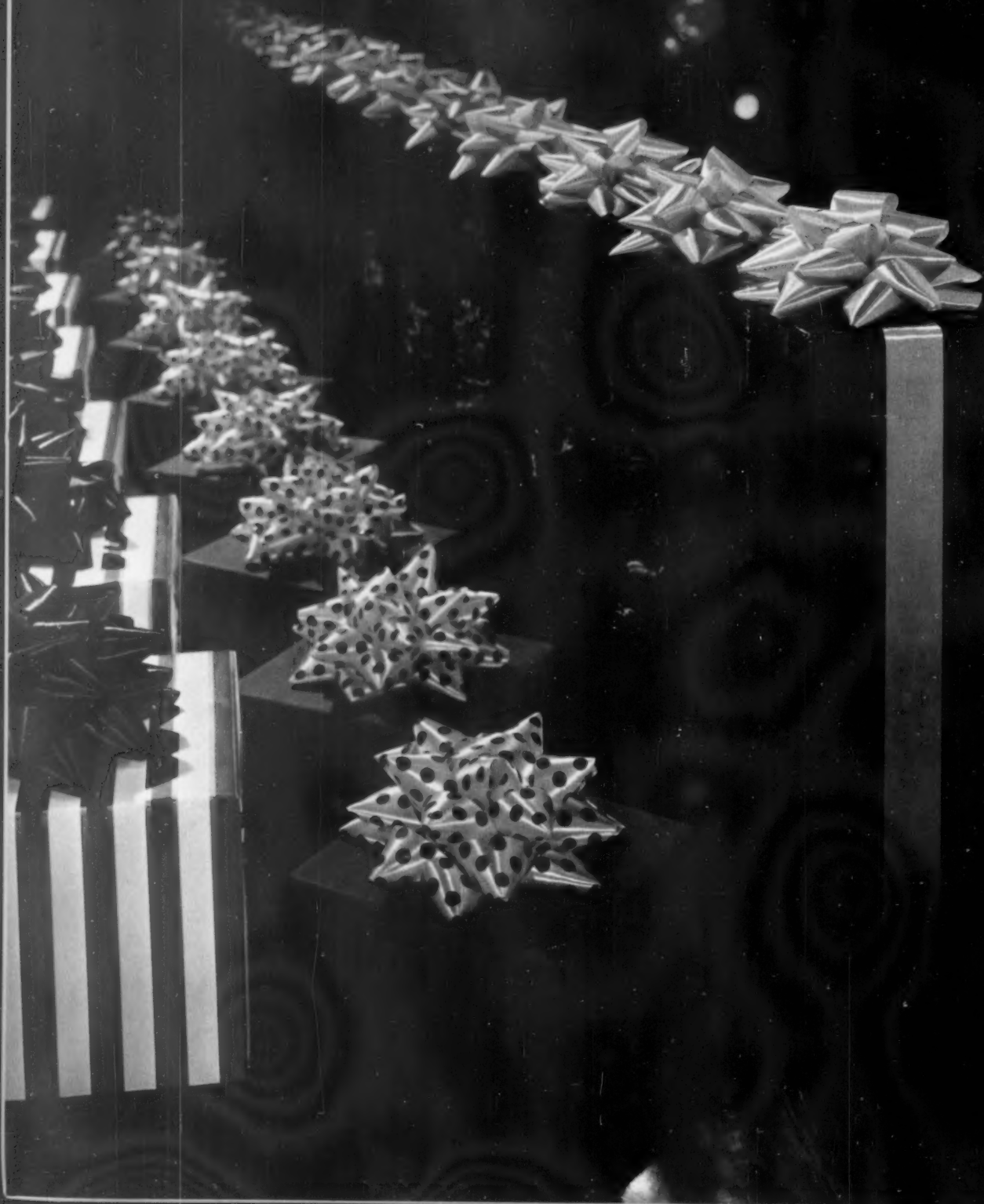
52 VANDERBILT AVE., N. Y. 17



This Seals UPS sales.  
Ask about its use  
for your products.

PARENTS' MAGAZINE CIRCULATION GUARANTEE	1,825,000
CHILDREN IN PARENTS' MAGAZINE FAMILIES	4,200,000
MONTHLY READERSHIP	6,200,000

*AND THE REAL BEAUTY OF IT IS...*



# MORE SALES

FOR YOUR PRODUCT NEXT CHRISTMAS WHEN YOU  
PRE-GIFT WRAP WITH

*Sasheen*<sup>®</sup> AND THE S-71 "MYSTERY MACHINE"  
BRAND RIBBON

Pre-gift wrapping is the smartest Christmas merchandising idea of the decade. Now it's a practical reality for your product because the S-71 "mystery machine" is here!

This amazing new bow maker ties and finishes glamorous bows—completely—with production line speed and economy. Turn the handle—the machine does the rest. No strings to tie, no loops to pull. And how easily bows attach to packages!

What's more—when you pre-gift wrap with SASHEEN<sup>®</sup> and DECORETTE<sup>®</sup> Brand Ribbons you get extra pluses. You get the most in beauty, best workability of any ribbon. And bows won't wilt—stay fresh and sales-appealing on the shelf.

More and more manufacturers are proving pre-gift wrapping pays off in increased sales. You can, too! It will cost you nothing to learn how. Fill out and mail the coupon below right now!



ECONOMICAL? THE MOST!

FAST? PHENOMENAL!

EXPENSIVE? YOU LEASE IT!

PROOF? FREE DEMONSTRATION!



## YOUR PRODUCT?

It could be! The S-71 Bow Maker helps you pre-gift wrap quickly, economically, beautifully to wrap up more Christmas sales!

"SASHEEN" and "DECORETTE" are registered trademarks of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., N. Y. Canada: London, Ontario. Advertisement © 1959 3M Co.

**WRITE TO:** Gift Wrap & Fabric Division, 3M Company,  
Dept. VN-119, St. Paul 6, Minnesota

Gentlemen:

I'd like to learn more about increasing my sales with SASHEEN Brand Ribbon and the S-71 Bow Maker. Please have your 3M representative call and give me a free demonstration.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**MINNESOTA MINING AND MANUFACTURING COMPANY**

... WHERE RESEARCH IS THE KEY TO TOMORROW



NOVEMBER 10, 1959

35

*\* Plus 4 Million Tourists  
Annually*



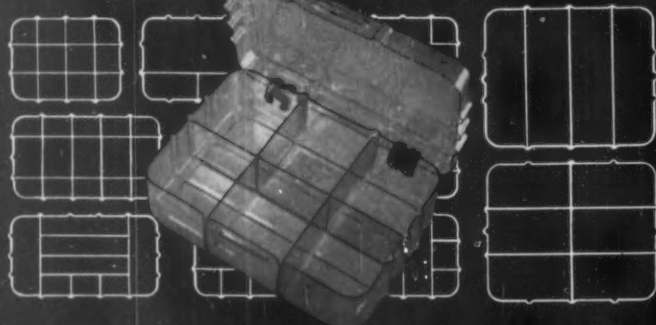
The 100 %  
**POSTER TEST**  
Cities U.S.A.

*\* A BONUS of National coverage  
at local rates by* **Packer**

**YOU CAN FIND . . .** hundreds of employee incentives in the September 10, 1959, Business Gift Issue. Handy index lists products for every type of contest. Use it as your all-year shopping guide.

**BUSINESS GIFT ISSUE, September 10, 1959 . . . Sales Management, 630 Third Avenue, New York 17, N. Y.**

**Lite-TUFF** PLASTIC BOXES HELP  
YOUR SALESMEN SELL



Made of rugged Tenite II, with metal hinges and catches, displays your product at its best . . . clean and undamaged. Compartment arrangements to fit your needs, without usual die costs.

WRITE TODAY FOR CATALOG & PLOT PLAN SHEETS

**SHOE FORM CO. INC. DEPT. S AUBURN, N. Y.**

—not biased or misleading. And, most important, if a promise of information is held up to women, it must be fulfilled. If an advertisement says, "Now, make pizza pie the easy way," . . . then the method should be given and it should be easy. Otherwise, more ill will than good will is created.

In a speech before the Association of Advertising Men and Women in New York this spring, Kathleen Aston Casey, editor of Glamour, covered the appeal of information in this way: "It has been said that these young women do not have the time to read extensive copy. On the contrary, they do have the time to read helpful copy—copy that stresses specifics, not unbelievable superlatives; copy that gives them a 'how-to' approach and copy with understandable adjectives."

Just look at a few of the successful advertising campaigns based on information and you can realize its tremendous potential. For instance, the Stauffer Laboratories advertisements for the Stauffer Home Reducing Plan, with documented case histories and a complete discussion of overweight problems . . . Ford's "Buyer's Digest of new car facts for '59," a 36-page insert of car buying in the Reader's Digest . . . The "Mr. Clean" campaign with a detailed outline of its multiple uses . . . the "Nothing Measures Up to Wool" campaign with an emphasis on fiber and fabric information . . . the ScotTowel advertisements based on the many cleaning uses.

The campaigns show that using information as a major appeal need not in any way affect the mood, the emotion of a selling job or advertisement. Information can easily be incorporated into the whole. If it is done this way, it will be even more appealing to women. Information does not have to be a list of figures or hard, cold facts. Information can be presented in as creative, as emotional a way as any other major appeal to women.

In fact, it is just as necessary to present factual information in an emotional way as any other appeal to women. Women's decisions are in great part emotional, but they need facts as reinforcements, reasons. An emotional presentation of information contains both these essential elements.

Information for women will pay off in more ways than one. It will not only direct women to our products, but make them more satisfied customers. If a woman knows what she is getting—and how to use it once she has taken it home—there will be fewer returns, fewer complaints and more repeat sales and brand loyalty. ♦

**SALES MANAGEMENT**





# How to speed up sales by the millions!

Marketing concepts are constantly changing in the progress toward more effective methods of product distribution. However, a constant and unchanging marketing principle is that advertising is most effective when it reaches the most consumers in the most profitable markets at the lowest unit cost.

Produce maximum sales for your product at greatest profit by concentrating a heavier advertising

effort on the First 3 markets of New York, Chicago and Philadelphia — where the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out. In these far-above-average markets, which account for 19% of total U. S. Effective Buying Income, *there is no substitute* for FIRST 3 MARKETS' dominant 55% COVERAGE of all families.

In addition, busy cash registers in the six states adjacent to the 3 markets ring up 29¢ out of every U. S. Retail Sales \$1.00. FIRST 3 MARKETS GROUP concentrates the bulk of over 5¾ million circulation within these six states to deliver 40% COVERAGE of all families.

To make your advertising sell more where more is sold . . . it's FIRST 3 FIRST!

THE GROUP WITH THE SUNDAY PUNCH



ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 228 East 42nd Street, Murray Hill 7-4884 • CHICAGO 11, Ill., Tribune Tower, Superior 7-9843 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, Garfield 1-7948 • LOS ANGELES 5, Calif., 3400 Wilshire Boulevard, OBerlinK 5-3557

NOVEMBER 10, 1959

## What's Ahead in Advertising?

What will be the directions of advertising in line with tomorrow's new philosophies, living and work-habits? And how will its patterns be affected by technical advances, new media availability? Here is a foretaste of advertising—aims and practices—in the mid-sixties, as seen by 15 top agency heads.

This article deals with changes in people, changes in strategy, changes in advertising media, changes in dollars required to do a job—as seen by the heads of 15 advertising agencies for the years around 1965.

These men replied to seven questions posed by the editors of Sales Management. The value of their collective thinking, if obtainable and paid for on a time basis, would have strained the resources of magazines far larger than Sales Management. Fortunately—for us and for you—they contributed their talents toward the common goal of more effective "Marketing on the Move." With each photograph is a direct quote on a challenging subject, as selected by SM editors to give a sampling of the answers to various questions.

A key question was: *What in your opinion is likely to be the single most important or outstanding difference between advertising in 1959 and advertising in 1965?* John P. Cunningham (C&W) sees "improved research techniques which will produce a sharper definition of the market and surer selling copy. More accurate targets will be provided by media—already in evidence. The Look Magazine, The Saturday Evening Post's Select-A-Market Plan, the ABC-TV Network Minute Purchase Plan and the availability of major shows for limited sponsorship on CBS and NBC-TV networks point toward tomorrow."

Charles H. Brower (BBDO) believes that busier people will demand more concise and shorter messages

from advertisers, and that as the teen-age market increases in numbers and in spendable income, copy will simplify itself even further. (See caption under his photograph for further comment.)

William B. Lewis (K&E) believes the biggest change will be in the training of people engaged in advertising. "It will be better and more effective because all of us will be better informed. We've got to be. Just as K&E today bears small resemblance to K&E ten years ago, so too will the agency look much different in 1965 . . . The big changes will be in how we get the job done."

William A. Marsteller (MRGR) is another who thinks the single biggest difference will be increased effectiveness. As he puts it, "Although

### A Key to Those Long Agency Names

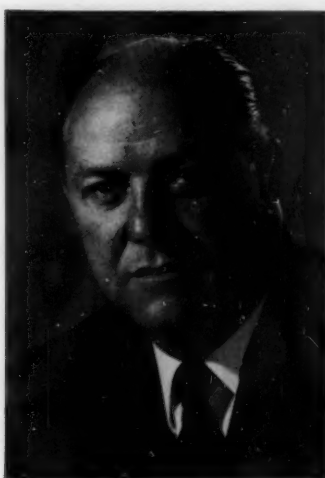
The 15 executives who contributed to this symposium are heads of agencies that bulk large in influence, dollars and word-count. Because space is at a premium in this issue, abbreviations have been developed for the agency names, as follows:

N. W. Ayer & Son, Inc. ....	(NWA)	Fuller & Smith & Ross, Inc. ....	(FSR)
Batten, Barton,		Grant Advertising, Inc. ....	(GA)
Durstine & Osborne, Inc. ....	(BBDO)	Guild, Bascom & Bonfigli, Inc. ....	(GBB)
Benton & Bowles, Inc. ....	(B&B)	Kenyon & Eckhardt, Inc. ....	(K&E)
Leo Burnett Co., Inc. ....	(LB)	Marsteller, Rickard,	
Campbell-Ewald Company ....	(C-E)	Gebhardt & Reed, Inc. ....	(MRGR)
Compton Advertising, Inc. ....	(CA)	Hal Stebbins, Inc. ....	(HS)
Cunningham & Walsh, Inc. ....	(C&W)	Sullivan, Stauffer,	
Foote, Cone & Belding ....	(FCB)	Colwell & Bayles, Inc. ....	(SSCB)



**THOMAS B. ADAMS, President**  
Campbell-Ewald Company, Detroit

"The current trend of 'unusual' advertisements including gate-folds, dutch doors, pop-ups . . . is only a manifestation of the pressure to attract attention. This striving for the unusual is probably not a passing phase, probably will continue."



**ROBERT E. ALLEN, President**  
Fuller & Smith & Ross, New York

"Phase one of 'Living the Good Life' they didn't live at all, for thousands of years. Phase two, of recent history, they lived it vicariously, as a spectator. Phase three, today, permits a majority to live it themselves, directly, personally."



**BROWN BOLTÉ, President**  
Sullivan, Stauffer, Colwell & Bayles, Inc., New York

"Advertising by 1965 will take more of the selling dollar but less of the profit dollar . . . Many industries are shifting toward placing the emphasis on pre-selling consumers, and de-emphasizing more costly ways of selling."

we are far more sophisticated than we were ten years ago, we are still in the early development of advertising effectiveness measurements. Certain kinds of consumer goods where advertising is a major portion of cost, have always led the way in this field. Therefore, the greatest improvement in advertising effectiveness is likely to be in those fields where, up to now, advertising has not been a major concern of management. This would be industrial products, services, financial, etc."

Thomas B. Adams (C-E) believes the biggest change will be in the degree of understanding of the consumer by advertising agencies. "It will not take the form of subliminal brain-washing . . . It will be designed to assist potential buyers in making the right purchase decisions to best fit their individual needs. The American consumer is fast becoming better educated, more discerning, more discriminating and more sophisticated in his buying. He has to develop these characteristics in self-defense when confronted with the vast array of goods and services available to him in today's market.

The consumer's buying job will be even more complex in 1965."

Leo Burnett (LB) looks to increasing awareness by people to advertising, "and discernment of advertising as a whole, principally because of their omnipresent exposure to it. Whether they like it or not, act upon it nor not, they will know about it. And this sensitivity will be expressed through the judgment they bring to bear on advertising in all its forms. Familiarity may breed contempt, but it can breed knowledge as well, and respect for advertising as a whole. This in turn calls for a new and higher order of creativity including motivation research which relates advertising concepts and execution more sensitively to real rewards for the reader, looker or listener."

Robert E. Lusk (B&B) looks for "greater dramatization of the advertising message and in the advertisements themselves through the use of larger illustrations and shorter and more simple copy. We are already seeing a great trend, particularly in print advertising, toward this, and I believe it will continue. The combination of two factors—the increased

sophistication of the consumer and the ever-increasing competitive pressure of advertising messages upon the human mind—must lead to a change in advertising appeals." (See caption under Mr. Lusk's photograph for additional thoughts on this subject.)

Hal Stebbins (HS) looks for "the Creative Renaissance now under way in advertising to achieve full flower. More and more, as self-selling and impulse-buying come into play, advertising is the total sales force for many products. Often it is the *only* contact between product and purchaser prior to purchase. So, in the finals, what you say in print and on the air is the big thing. Everything that goes ahead of it—or behind it—is an accessory. You simply cannot get anybody too good to produce the advertising we need in America today. What's more, nobody ever gets too good at it!"

Barton A. Cummings (CA) sees the continuing problem of trying to find out what goes on inside the human mind. "The new insights into the human mind being opened up by science—the rapidly accelerating



**CHARLES H. BROWER, President**  
Batten, Barton, Durstine & Osborn,  
Inc., New York

"I saw an advertisement for Spring cigarettes the other day—a simulated news page. Glass Wax did this to death ten years ago, and I did the same thing twenty years before that. The cards (in 1965) may be redealt a bit, but the game will be the same."



**LEO BURNETT, Chairman**  
Leo Burnett Company, Inc., Chicago

"When color becomes foolproof and its production simplified, people will buy it at prices slightly below those asked for it today. If they thought color TV were as consistent as black and white, they would buy it in numbers now."



**BARTON A. CUMMINGS, President**  
Compton Advertising, Inc., New York

"A shorter work week is coming. This additional leisure time will mean more than simply extra time for bowling, boating and fishing. An equal measure will be used to think, look, listen and read . . . People will become more discriminating, more demanding."

mental health program is symptomatic—will provide new opportunities for all who participate in the creation of advertising to make it more effective. The study of what people do about ads (as measured by today's methods of evaluating registration and comprehension of ideas) will perhaps become less important to agencies than the study of what the ads do to people . . . To achieve peace with others, a man must learn to live in peace with himself. And history has shown that self-knowledge does not necessarily go hand in hand with TV rooms, piped-in music, do-it-yourself basements, swimming pools and greenhouses. The growth of self-knowledge, between now and 1965, therefore, is a matter of vital concern to everyone engaged in any phase of mass communication."

Robert E. Allen (FSR) believes that advertising in 1965 will "be less wasteful and more productive because both the marketing and advertising objectives of specific programs and specific advertising messages will have been more carefully and more sharply defined. Also by then the advertising business may

have made more progress in developing more sensitive and immediate pre-measurement of the effectiveness of advertising." (See further comment in caption below his photograph.)

Brown Bolté (SSCB) is another who believes that in 1965 the consumer will be better educated and informed—and more critical in his purchases. "At the same time he will live a more complex life. He will be subjected to more distractions, more stress, more diversions. Manufacturers are going to meet this challenge through better products that improve his standard of living. Advertising in 1965 must present the benefits of these products to this more enlightened consumer honestly, forcefully, persuasively and, above all, more efficiently. And in the complex world of the '60's, with greater simplicity without losing the force and persuasiveness of the complete selling message."

Will C. Grant (GA) sees advertising in 1965 as assuming a truly global perspective. "More and more companies will recognize the volume and profit potential of the world

market, as so many are discovering today . . . Not too many years ago we used to think in terms of radio audiences that reached a total of 15 million people at a time. But there are companies today that are successfully telling their stories to several hundred millions of people. More and more advertisers will begin to think and plan in such terms—500 million to a billion people at a time. And they will still be reaching only a third of the estimated world population in 1965."

Walter Guild (GBB) believes that by 1965 "the advertising profession will have perfected the art of communication to a degree that will make much of the current advertising seem ridiculous and ineffectual, which it unquestionably is. Advertising must find a way to communicate in a more direct and honest fashion or face the possibility that its influence on the public will be greatly diminished . . . One has only to read of the political campaigns of bygone eras of American politics to realize that political promises and political shenanigans which would be laughed at today were taken very seriously at the time.



# Latest News about Newspaper Readership in Delaware Valley, U.S.A.



*Again the two leading  
newspapers almost balance*

*in total readership . . . but The Inquirer  
shows a 30% lead in the sales-active suburbs\**

A year ago, The Inquirer published Sindlinger's readership study of Philadelphia's two major newspapers. It covered 12 of 14 counties in the Philadelphia Retail Trading Area, and revealed The Daily Inquirer's greater strength in the suburban area—the richest part of the market. Here, in part, are the results of a new tabulation of Sindlinger data, which confirm the original report.

Again, the two leading newspapers are virtually equal in readership for the *total* area. But in the suburban portion—where 58% of the retail sales are made—The Daily Inquirer takes a substantial lead.

This latest Sindlinger report is based on 20,701 interviews, throughout all 14 counties of Delaware Valley,

U.S.A. during 1958. Here are some of the highlights:

## *On an average weekday in Delaware Valley:*

<i>Daily Inquirer delivers</i> 1,406,000 total adult readers	<i>Daily Bulletin delivers</i> 1,410,000 total adult readers
--------------------------------------------------------------------	--------------------------------------------------------------------

## *On an average weekday in suburban Delaware Valley:*

<i>Daily Inquirer delivers</i> 706,000 adult readers	<i>Daily Bulletin delivers</i> 542,000 adult readers
---------------------------------------------------------	---------------------------------------------------------

While the city of Philadelphia is a prime target for sales, the rapidly growing suburbs demand a broadening of advertisers' sights. Suburban Philadelphia now accounts for 58% of the area's population, 61% of food sales, 65% of automotive sales, 56% of drug-store sales, 56% of appliance and furniture sales.

Here are the more significant readership figures for suburban Delaware Valley, as revealed by Sindlinger & Company:

<i>Daily Inquirer (suburban)</i> 706,000 total readers 359,000 men readers 347,000 women readers 593,000 exclusive readers	<i>Daily Bulletin (suburban)</i> 542,000 total readers 269,000 men readers 273,000 women readers 429,000 exclusive readers
----------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------

In brief, The Inquirer delivers your advertising to 30% more suburban readers of all types—and it's the suburbanites in Delaware Valley who *make more, read more, buy more.*

Reasonable conclusion: If you want strong readership for your sales message in the city, plus *superior* readership in the suburbs . . . *put your advertising in The Inquirer!*

\*Source: "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.



## The Philadelphia Inquirer

Good Mornings begin with The Inquirer for 1,406,000 adult readers

NEW YORK  
ROBERT T. DEVLIN, JR.  
342 Madison Ave.  
Murray Hill 2-5838

CHICAGO  
EDWARD J. LYNCH  
20 N. Wacker Drive  
Andover 3-6270

DETROIT  
RICHARD I. KRUG  
Penobscot Bldg.  
Woodward 5-7260

SAN FRANCISCO  
FITZPATRICK ASSOCIATES  
155 Montgomery St.  
Garfield 1-7946

LOS ANGELES  
FITZPATRICK ASSOCIATES  
3460 Wilshire Boulevard  
Dunkirk 5-3557

NOVEMBER 10, 1959



**JOHN P. CUNNINGHAM**, Chairman  
Cunningham & Walsh, Inc., New York

"With the rise in disposable income and the rise in leisure, great portions of the population are going to build second homes in the woods, in the country, on the beach, for summers and weekends. There's still plenty of space in this country."



**WILL C. GRANT**, President  
Grant Advertising, Inc., Chicago

"The educational level rises automatically with increases in leisure time and the opportunities thus created for self-improvement. With these higher levels comes a decline in gullibility . . . More time to buy means more time to analyze competitive claims."



**WALTER GUILD**, President  
Guild, Bascom & Bonfigli, Inc.,  
San Francisco

"Advertising in 1965 will bear very little resemblance to the advertising of today . . . The art of communication will have been perfected to a degree that will make much of the current advertising seem ridiculous and ineffectual, which it undoubtedly is."

Advertising has also made great strides in the field of communication, and in my opinion, will continue to improve in content and presentation, and advertising in 1965 will bear very little resemblance to the advertising of today."

### **The Consequences of More Leisure Time**

The agency heads were asked this question: *"Undoubtedly an even shorter workweek is coming, and much more leisure time. If people travel more, play more, take up new hobbies, will it necessitate important changes in either the amount or the mediums used for advertising?"* Barton Cummings (CA) agrees that more leisure will come along with a shorter workweek and that people will become more discriminating, more demanding. "The ordinary, routine, the *unimaginative* will not be enough. The more successful media will be those which are *creative*. The citizen of 1965 with a broader view, and more time to focus and enjoy it, will

need challenges to his mind as well as to his heart, and the successful advertiser will find new ways to approach them. Media, to prosper, must do likewise. It does not seem likely that he will be willing to accept, for example, triple-spotting, monotonous programming, or dull advertising."

Robert E. Lusk (B&B) finds the leisure market a potent one for an ever-growing range of products and services . . . "During the current year, for example, boating has grown to become a more-than-\$2-billion market; overseas travel has grown to well over a \$2-billion market; swimming pools have become a \$600-million market. And it has been predicted that in the next ten years boats in use will double, and at least 4 out of 10 American homes will have their own swimming pools. The consumer with more leisure time has also turned to radio and television, and is spending an increased amount of time reading newspapers, magazines and books. Proof of this may be seen by recent industry figures: The Advertising Research Foundation reports that 6

out of 7 homes have TV sets and nearly 4.5 million homes now have two TV sets. The Audit Bureau of Circulations reports that during the 6-month period ending March 31 of this year, daily and Sunday newspapers circulation in the U. S. and Canada hit a record high."

Charles H. Brower (BBDO) regrets the assumption of a shorter week because he feels our national disease is decreased-productivity per employee. But assuming more leisure time, "it means more time for advertising as well as for other things. But some mediums are more benefited than others. One has been radio. Only four or five years ago, most people would have relegated it to a minor and supplementary position. But changing patterns of living are breathing new life into radio. It is an automobile medium, a boat medium, and outdoor medium. It is also, as it always was, the one medium that can get to a listener while he or she is doing something else. 'Sound' entertainment is on the upswing as demonstrated by ever-increasing sales of phonographs, Hi-Fi, Stereo. This is giving a shot

**SALES MANAGEMENT**

# A ONE-IN-A-MILLION TEST MARKET . . . one newspaper . . . and a million and more prospects!



You can now cover one of the nation's top three test markets (and the Number *One* test market in New England!) thoroughly and *more economically than ever* with The Providence Journal-Bulletin. New Journal-Bulletin package plans—explained at right—make it easy.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force *throughout* New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

## New Journal-Bulletin Package Plans

**Low Cost Gravure Opportunity**—Your gravure advertising in *This Week Magazine* or locally-edited Rhode Islander may be adopted for Journal-Bulletin combination, black and white, at \$4.44 a line, using same copy. (Min. b&w size to be at least equal to the gravure, and combination to be completed in same calendar week.) We make plates, no charge. Ask about it.

**Job-tailored Combinations**—You have a choice of combinations to fit your campaign program and budget:

Combination:*	Circulation	Line Rate
Morning and evening .....	201,563	.62
Sunday Journal .....	198,639	.60
Sunday and Morning .....	245,758	.70
Sunday and Evening .....	331,823	.98
Sunday, Morning, Evening .....	389,542	\$1.94

(ABC circulation, March 31, 1959)

\*Daily copy may run morning and evening or evening and morning. Sunday and daily combinations may start preceding Thursday A.M., to be completed with Tuesday P.M. editions. Holiday Journal not sold in combination.

Write for full market data or Package Plan information to Frank S. Rook, Manager, General Advertising, The Providence Journal-Bulletin, Providence 2, Rhode Island. Or your nearest Ward-Griffith office.

## PROVIDENCE JOURNAL-BULLETIN

Represented Nationally by Ward-Griffith Co., Inc., New York, Boston, Detroit, Chicago, Philadelphia, San Francisco, Atlanta, Miami, Charlotte, Portland, Ore.



**WILLIAM B. LEWIS, President**  
Kenyon & Eckhardt, Inc., New York

"The reading skills and interests of our people will also grow. People will travel more, learn more, and, what is most important, will WANT to learn more . . . With more leisure time we'll have more time to listen, look, read, learn."



**ROBERT E. LUSK, President**  
Benton & Bowles, Inc., New York

"The old hammer and tongs method of advertising appeal will fall by the wayside. Advertising will be more deft and more human. There will be more humor and more human interest in advertising, and more subtlety, too."



**WM. A. MARSTELLER, President**  
Marsteller, Rickard, Gebhardt & Reed, Inc., Chicago

"Today's client wants his agency to be able to handle public relations, some marketing research, certainly advertising research, visual aids, sales meetings. As clients move toward integrated marketing planning, agencies will have to adjust to broader fields."

in the arm to another phase of radio—FM. But meanwhile the network concept of radio seems to be going by the board. It seems likely that independent programming and broadcasting will reap the ultimate radio harvest.

"Outdoor advertising should benefit from more leisure time, despite its practical exclusion from the new super toll roads. The secondary roads are being improved and repaved and will regain much of their former traffic . . . Daily newspapers, I think, will at least hold their own. The Sunday newspapers may feel the competition from the new roads, and the new busy outdoor life. Magazines, I think, may still encounter difficulty in the area of fiction. Paperback books join TV and outdoor movies in cutting down the fiction time devoted to magazines. Magazines concentrating on service, information and news should grow in circulation and stature. I expect TV to continue its current pattern but it might well be that seasonal drop-offs in audience may be more severe."

William Marsteller (MRGR) doesn't agree with his colleagues that in-

creased leisure time will result in people embracing more and more new hobbies. "The home workshop fan doesn't usually find an additional hobby when he has more time; he simply puts in more hours in his workshop. The same is true of the boating enthusiast. With or without more leisure, we are already into a continuing travel boom. The amount of money spent on advertising is keyed not so much to available time as to available income."

Hal Stebbins (HS) calls particular attention to the increasing market represented by people 65 and over. "It is conservatively estimated that by 1970 we will have 19 million people who have reached three score and five; and that this number will increase one-third million a year. What's more—and more to the point—this group will have sizable, spendable income. Thus, the food and shelter, health and recreation requirements of this group inevitably will be an important factor in the expanding economy of the sixties." But whether it is young people or old people, Stebbins finds that a shorter workweek and more leisure will

merely accentuate today's situation—where we have an increasing number of things to talk about and a decreasing attention-span. "The answer, obviously, is high compression—the ability to say more in less. In short, with few exceptions, advertising will tend to be not only more graphic—but telegraphic."

Leo Burnett (LB) finds the shorter workweek in the union cards by 1965 and "the pressure of the young people coming of age in such great numbers during this period is enough of a force in itself to insure the result. Greater leisure time . . . could mean longer hours for active, aggressive advertisers anxious to exploit their opportunities, among people who will have the time to view, observe, read and reflect. Word of mouth, for example, will gain increasing currency as people travel more and mingle more in their spare time. Naturally, there will be more advertising to reach more people in an expanding market; but advertising which promotes a maximum amount of word of mouth will have the best chance."

Will Grant (GA) points out that the average American today has 70



# Suburbia Today

**covers today's new concentration  
of buying power in 475 top-rated  
suburban communities**



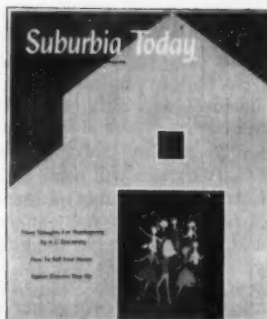
The resounding explosion of buying power into America's leading suburbs is bringing record-breaking sales to big-volume suburban supermarkets and shopping centers.

Never before have advertisers been able to achieve depth coverage of such a great concentration of high-income, home-owning families that SUBURBIA TODAY delivers from coast to coast.

SUBURBIA TODAY is edited for and distributed exclusively in those top-rated suburbs where families enjoy the buying power to satisfy their

discerning tastes and greater needs. Where they live in the suburbs and shop in the suburbs. The Magnificent Market of SUBURBIA TODAY is America's prime market for quality products—at any price.

Distributed with influential suburban newspapers serving 475 outstanding suburban communities, SUBURBIA TODAY gets your product story into 1¼ million homes in full color and with the local impact that means plus response. Ask your nearest representative in today.



NOVEMBER 10, 1959

## Suburbia Today

153 North Michigan Avenue, Chicago 1

Leonard S. Davidow, Publisher

Patrick E. O'Rourke, Advertising Director

NEW YORK 22: 405 Park Avenue, Plaza 5-7900

James L. Thompson, Advertising Manager

DETROIT 2: 3-223 General Motors Bldg., TRinity 1-5262

CLEVELAND 15: 604 Hanna Bldg., PRospect 1-4677

ATLANTA 3: Cogill, Pirnie & Brown, 1722 Rhodes Haverly Bldg., JAcson 2-8113



**WARNER S. SHELLEY, President**  
N. W. Ayer & Son, Philadelphia

"Marketing isn't really an agency function . . . But the agency must be sensitive to the marketing plans it is helping execute, experienced enough to contribute to them, and sophisticated enough to diagnose accurately the marketing strategy of the competition."



**HAL STEBBINS, President**  
Hal Stebbins, Inc., Los Angeles

"Words are getting more expensive by the minute. And thus every creative man today needs not a new secretary but a new Secretary of his Word Treasury. For it is more important to mint ideas than to coin words."



**ROLLAND W. TAYLOR, President**  
Foote, Cone & Belding, Inc., New York

"It's not hard to visualize the mass sale of video tape for home use. Then the Jones family is less likely to stay tuned to tonight's program. 'Turn that tripe off. Let's look at Green Pastures again.' People will pick their own programs."

to 75 hours of non-working, non-sleeping hours every week and "with even more such hours on their hands, people will search for new and better ways to improve their individual standards of living. There are bound to be proportionate rises in the amounts of money spent for 'fun' activities, a figure that has already reached the staggering annual level of approximately 40 billion dollars. The car buyer who wants 'just transportation' will want something better. The employee who is accustomed to air conditioning in his office will become increasingly aware of its absence in his home. . . . He will look for new recreational worlds to conquer, despite the fact that he is already spending close to 17 billion dollars a year for recreation and domestic travel. It seems obvious that such a development not only will stimulate advertising in all media, will reinvigorate radio and outdoor advertising to new peaks."

Tom Adams (CE) believes that with more leisure time all media will have increased opportunity. "When people can do more things other than work—travel more, play more, take

up new hobbies—a new media mix will probably result. Potential exposure to media will increase. Traditional media will be used more extensively, but with changing patterns, depending on the extent and the time of this increased leisure."

Brown Bolté (SSCB) says that within his own lifetime "the whole picture of Saturday in America has changed, so media for reaching people on Saturday has changed accordingly. Perhaps the same thing will soon happen to Friday."

John P. Cunningham (C&W) sees the second home as the biggest change that will come about with more leisure time. (See caption under his photograph for direct quote.)

### **The Changes That Media Must Make**

In addition to the potentials—and problems—which are likely to come with shorter workweeks and more leisure time, the agency men were asked for their thoughts on other changes.

In the new homes of tomorrow there are likely to be continued improvements in the form of television rooms, piped-in music, do-it-yourself basements, swimming pools, greenhouses. By 1965 will these diversions have any important effect upon the reading of newspapers or magazines?

Will color television become a really important medium by 1965? If so, about when is it likely to achieve more circulation than black-and-white television?

A start is being made this year in advertising through phonograph records distributed as an integral part of magazines—a striking example of a current trend toward "unusual" advertisements including gatefolds, dutch doors, pop-ups. Is this striving for the unusual a passing phase or will it become even stronger in the sixties?

Warner S. Shelley (NWA) feels strongly that changes will come gradually. "Certainly the homes of tomorrow will have features not common today, and will encourage, more extensively, activities which are not too prevalent now. Surely color television will come—and one day will be the

**SALES MANAGEMENT**



## FAMILIES ARE SOLD IN THE MORNING ... that's the Trend in Buffalo

Your sales message in the Courier-Express starts to work bright and early and continues to sell in homes and offices all day long. That's why you'll profit by advertising in the Courier-Express.

To prove the point, look at women's store lineage trends from 1948 to 1958:

Daily Courier-Express . . . . .	UP 36.2%
Sunday Courier-Express . . . . .	UP 47.9%
Evening Paper . . . . .	DOWN 44.8%

In 1958, the Courier-Express carried 65.8% of daily women's store lineage in Buffalo—74.1% of the total with Sunday insertions included.

Or look at men's store lineage (1948-58):

Daily Courier-Express . . . . .	UP 14.6%
Sunday Courier-Express . . . . .	UP 145.1%
Evening Paper . . . . .	DOWN 30.9%

Courier-Express share during 1958: 72.6% of daily lineage—74.8% of total including Sundays.

Comparable trends in many other diversified classifications add heavily to the weight of evidence that your advertising will produce better results in Buffalo's fastest growing newspaper both from a circulation and advertising standpoint.

**FOR MORE ADVERTISING FOR YOUR DOLLAR**—concentrated on those with more dollars to spend—use the *Morning* Courier-Express. It reaches nearly half the families in ABC Buffalo—over one-third of all those in the rich 8-County Western New York Market.

**FOR SATURATION**—use the *Sunday* Courier-Express—the state's largest newspaper outside of Manhattan. It blankets the 482,108 families in Buffalo and the eight surrounding counties.

NOVEMBER 10, 1959

FOR TOTAL SELLING  
IN THIS GREAT MARKET

# Buffalo Courier- Express

Western New York's  
Greatest Newspaper

ROP COLOR 7 DAYS

REPRESENTATIVES: Scolaro, Meeker  
& Scott

PACIFIC COAST: Doyle & Hawley





## MULTI-BILLION DOLLAR PIPE LINE INDUSTRY

The anticipated rate of growth promises near-record expenditure for the next few years. Natural gas pipe line construction will represent the largest segment of the U. S. pipe line market, with capital expenditures for lines, compressor stations, communications, corrosion protection, metering and other related equipment running well over a billion dollars. Add to this the crude oil and products lines, plus foreign construction, and there is a foreseeable total of almost \$4 billion.

Keeping in touch with all the buying influences in this scattered industry is a difficult task for personal selling alone. Only through the pages of the industry's specialized workbook publication, **PIPE LINE INDUSTRY**, can your sales message reach all the important buying and specifying titles. Maximum reader interest is demonstrated by the volume of reader inquiries, high standing on reader preference surveys, and the requests for article reprints.

**PIPE LINE INDUSTRY** offers you the most effective coverage possible of this specialized market—the men you sell and only the men you sell... at lowest cost. For the industry's most complete market data compilation write for **PIPE LINE INDUSTRY Fact Book**.

**Greater Petroleum Coverage  
Through Market Specialization**

**PIPE LINE INDUSTRY**

Publishers of the  
**PIPE LINE CATALOG**

**GULF PUBLISHING COMPANY**

World's Largest Specialized  
Publisher to the Oil Industries  
HOUSTON, TEXAS

only kind of television available. Other media may introduce their own new concepts of services to the reader and utility to the advertiser. But there isn't anything new in all this. The simple truth is that we've been going at a hell of a pace in all these ways since 1945, and we'll simply keep on going into the sixties."

Charles H. Brower (BBDO) likewise sees no diminution in reading. "There is no evidence to show that because you give people more things to do, they do less reading. BBDO recently completed a study which indicated that the people who *did* the most also *read* the most."... Leo Burnett (LB) throws out the sobering thought that only a very small percentage of the population will enjoy such luxuries as swimming pools and greenhouses and that "in any case their effect on the individual's reading and puttering habits is likely to follow the present pattern."... Thomas B. Adams (C-E) points out that with a swiftly changing American society and economy, the desire for knowledge of what is going on will increase rather than diminish—but that editors will be required to understand their readers more than ever before and will have to rely less on their professional intuition and more on modern research facilities.

Barton A. Cummings (CA) reasons that by 1965 children of World War II will step up to take their places in the family and economic life—and that because this generation is better informed, more literate, more unilaterally sophisticated, than their fathers and mothers—communication is going to require more skill and more creative imagination. "Media must break through the ever-increasing attractions that lure audiences (i.e., no longer can television count so heavily on a captive audience that is too tired or too poor to leave home) to travel, play games or attend a community function.... We have all agreed time and time again that it doesn't pay to talk down to our audience. In 1965, we will have to be able to talk and plan up to a generation that wants to, and probably will, go to the moon."

Robert E. Allen (FSR) is another executive who sees a challenge in the increased population of the age group 15 to 29—"A large group of active, energetic sophisticates strongly innured to phoniness, eagerly seeking the new, with a built-in 'go, go, go.' I think they will represent a restless, driving force in our economy in which constant change is taken for granted."... More leisure time will provide more reading time is the belief of Brown Bolté (SSCB). "The only threat to existing media is its

lack of imagination and willingness to meet changing conditions. For example, the only real threat to the motion picture industry was lack of ability to deliver entertainment the public wanted. Today, with terrific competition from TV, vastly improved motion pictures are drawing huge audiences.

"Never was there a time in America when so many people are reading—not only newspapers and magazines, but books of all sorts," says Hal Stebbins (HS). He points out that sales of books have doubled in ten years, that results of the continued Videotown research of Cunningham & Walsh in New Brunswick, N. J., are substantially the same each year—television does *not* affect newspaper readership.... Walter Guild (GBB) thinks that fun and cultural diversions may affect the *type* of reading, rather than the amount.... Will C. Grant (CA) not only believes that people will read more, but that there will be renewed interest in advertising—for better pools, for new pool accessories, for even newer dimensions in sound, for new places to go, see and enjoy.

There is general agreement that there's nothing so wrong with color television that couldn't be cured by a combination of a lower price and a foolproof set, but there is little agreement on *when* color TV will get off the ground.

John P. Cunningham (C&W) finds the difference between color and black-and-white so great, so rewarding, that even a dull pedestrian show takes on greatly added interest and beauty because of the color. "I am not quite content with the explanation that a \$500 set is out of the reach of today's market. Certainly not on a time-payment basis. Furthermore, once a set is put in a family's house, wild horses couldn't drag it out—because of the great additional pleasures and beauty that it gives to the television viewer." He thinks the growth from here on in will be more rapid and that advertisers and agencies will recognize the likelihood that this color-TV growth will be in the homes with higher income levels, better education and, accordingly, will provide better prospects for high-ticket items.

Barton A. Cummings (CA) expects TV color to become increasingly important, but adds the sobering thought that, even if all the TV sets built between now and 1965 were color sets, probably fewer than 50% of TV homes would be equipped for color. "It is more likely that TV-color development by 1965 would be 25%—and this presupposes a sharp decrease in the present cost difference between color and black-and-

SALES MANAGEMENT



white sets." . . . Robert E. Allen (FSR) makes the guesstimate that "under the most favorable circumstances, it looks as if it would be 1970 before nearly full replacement of black-and-white sets takes place."

Will C. Grant (GA) finds current interest in color TV below the peak that was attained when colorcasts were first introduced. "High set costs, erratic reception, inadequate programming, and confusion within the industry itself, blunted the public's interest in color television. Regularly scheduled colorcasts on all networks, with outdoor and taped reception matching that now possible in live, studio programs, will have to precede any significant public switch from black-and-white to color. . . . It is not even safe to assume that color has to dominate black-and-white at any given date. Black-and-white movies, for instance, once supposedly doomed by the advent of color, are still dominant over color by far."

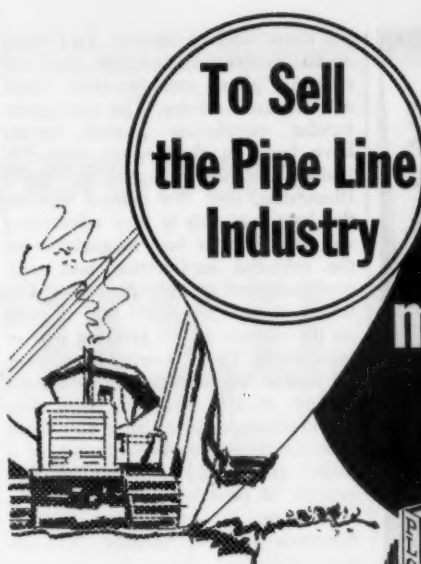
Another skeptic is Walter Guild (GBB), who advances the personal opinion that, "I do not believe that color television will become an important medium in its own right, nor do I think it will achieve more circulation than black-and-white television." . . . Hal Stebbins (HS) argues that even if every TV owner had a color set, "how many advertisers could afford straight color television?"

Brown Bolté (SSCB) is far more optimistic. "Twelve months after entirely satisfactory sets are offered to the public, at a price within the means of the mass-market family, color television will be tremendously important as an advertising medium." He expects color TV to come of full age by 1965. . . . Leo Burnett (LB) is convinced that when color becomes foolproof and its production is simplified, people will buy at prices very slightly below those of today. "If they thought color TV were as consistent as black-and-white, I believe they would buy it in numbers now. Should Dr. Land's recently propounded theory of 'Subjective Color' hold up, the answer to color television may be in the making."

The unusual and the gadgety print-advertising mechanical devices we are witnessing in ever greater numbers is not a passing fancy, in the opinion of Charles H. Brower (BBDO). "In most cases, they are tied in with specific promotion exploitation plans, as well as stature-building techniques by the publications. We have seen the TV special come to bloom—the concept is similar."

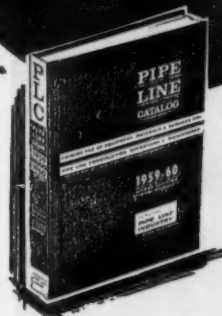
He goes on to point out that the magazines with the strongest survival position today are the ones that sup-

NOVEMBER 10, 1959



To Sell  
the Pipe Line  
Industry

... you  
must have a  
Catalog



#### Necessary Buying Aid.

The engineering-operating groups who approve purchases require information on product performance, applications, weights, dimensions and other specifications. Unless such data are available in printed form, it is difficult to do business with this scattered industry.

**Unique Market Conditions.** Sales calls to cover this world-wide, technical industry can be expensive and time consuming. Both time and money are saved by providing preliminary information in a catalog that can be referred to at the time a purchase is contemplated.

**Many Buying Influences.** All men of buying authority in a pipe line company are seldom found in a single location. Pipe line contractors, representing a sizeable segment of buying power, are constantly on the move. Having your catalog in the hands of spread superintendents, division managers and other key employees will make your sales effort more effective.

**Most Comprehensive Distribution Plan.** PIPE LINE CATALOG is distributed to more than 4,000 buying locations in the pipe line industry. Names are obtained directly from the pipe line companies and contractors—new operations are added as they come into being—all lists are double checked to avoid duplication.

**Preferred by Purchasers.** A strong 91.4% of industry men responding to catalog usage surveys indicate that they prefer to have catalog data furnished to them in the PIPE LINE CATALOG.

Make sure you're represented in the next edition. Call local Gulf office or write for complete fact book, "Effective Cataloging in the Pipe Line Market."

#### Greater Petroleum Coverage Through Market Specialization

#### PIPE LINE CATALOG

Published by PIPE LINE INDUSTRY



#### GULF PUBLISHING COMPANY

World's Largest Specialized Publisher to the Oil Industries

HOUSTON, NEW YORK, CHICAGO, CLEVELAND, TULSA,  
DALLAS, LOS ANGELES, LONDON AND HANNOVER



# MAIL COUPON NOW!

Viewlex Incorporated  
35-01 Queens Blvd., Long Island City 1, N. Y.  
**FREE BOOKLET!** Describes "Salestalk"  
techniques for new higher profits with  
**CONTROLLED SHOWMANSHIP.**

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

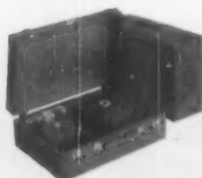


## SHOW! TELL! SELL! WITH NEW PORTABLE VIEWLEX "SALESTALK"!

- A Complete "Sight-Sound" Unit in an Attache Case!
- Lowest Cost Presentation and Training Unit of All!

New Viewlex Salestalk provides proven sight-sound sales principles—CONTROLLED SHOWMANSHIP—with the lowest cost, lightest unit that allows the full power of daylight projection of documentary photographs, dramatic animation, drawings, charts, etc., combined with hi-fi sound and words of tested selling power.

Set up in seconds—right on a prospect's desktop—it tells the EXACT sales story your management team wants . . . and, your salesman's last call of the day is as vibrant and fresh as his first in the morning. Assures higher PROFIT-PER-CALL ratio than ever before possible.



Also available—Salestalk V-2. Projects both Filmstrips and Slides. Other Viewtalk Training and Selling Aids from \$50.25 to \$405.

OVERALL SIZE:  
11" x 17" x 5"  
WEIGHT:  
14 lbs.

PROJECTOR:  
100 watts.

SCREEN:  
Built into cover—  
latest lenticular  
type for brilliant  
images—even in  
daylight.

HI-FI RECORD  
PLAYBACK:  
4 speed. Takes up  
to 12" records.

**\$99.50**

COMPLETE



**iewlex INC.**

35-01 QUEENS BOULEVARD, LONG ISLAND CITY 1, N. Y.

ply some kind of service. The trend is to informative articles and, of course, "plain unadulterated home and woman's service. The most spectacular circulation growth trends have been in the service area—TV Guide, the news magazines, Sports Illustrated, etc. We believe that in the long run, this is why advertisers will continue to buy magazines—for the editorial exploitation and with copy adapted in this direction. The future of the 'unusuals' will depend on the success of the growing lists of promotions. There is certainly a place for this in the business, but we don't believe it will replace persuasive, continuity-type advertising any more than we think the World Series, as a single act, could replace the five months of pennant-seeking drama."

William A. Marsteller (MRGR) disagrees with Mr. Brower. "We are most disturbed about the trend to offbeat inserts, dutch doors, pop-ups, gate folds and the like. If carried to extremes it will defeat the editorial purposes of magazines and detract from the reader interest in the editorial pages. When this happens, all advertising will suffer. We have seen a few issues of magazines where bizarre inserts so dominate the publication that it becomes little more than a collection of direct mail advertisements. In the end, this will defeat reader confidence in a publication as surely as will 'free' advertising in the editorial columns."

. . . The new and unusual of today is common tomorrow, points out John P. Cunningham (C&W). "More unusuals will follow—perhaps to the point where the innocent reader will get all tangled up in the magazine. There is no substitute for a well-conceived, imaginative and distinctive advertisement in which the distinctiveness is built around the product selling idea—rather than magazine mechanics. I would rather get this from our copywriters than all the gate folds, dutch doors and pull-outs in the world."

Leo Burnett (LB) is afraid we will see more of the gadgety, gimmicky advertisements before we see fewer. "As long as these devices represent unusual adaptations of existing units of space—whether multiple pages, quarter pages in full color, horizontal shapes or gatefolds—they can serve a useful purpose and look natural in their editorial surroundings. When they assume bastard forms they look like weeds in a flower bed. And they will die. If the publication becomes merely a vehicle for carrying a piece of merchandise or a gimmick, the magazine suffers and the novelty of the trick is soon lost. I foresee flexibility in the print field rather than in

the form of marketing area and regional editions, for circulations do not follow arbitrary state lines. In my crystal ball I can even see a national newspaper. Perhaps by 1965."

Brown Bolté (SSCB) believes that the 'unusual' advertisements will become stronger in the sixties: "When Americans stop striving for the unusual, we can ring down the curtain on American advertising."

The vogue for the unusual is merely part of a passing parade, in the belief of Hal Stebbins (HS). "In my view these will not affect the basics of sound advertising. For the message is more important than the messenger. A picture—no matter how extravagantly it is mounted—is no better than the story behind it." . . . Will C. Grant (GA) thinks the trend for the unusual will go on until the cycle reaches the extreme represented by prohibitive cost and disappointing results. "The point will be reached when gimmick-type advertising will be overdone. The current phase could well have reached that point as of now."

Robert E. Allen (FSR) doesn't agree. "I do not think striving for the unusual can ever become a passing phase in advertising. The 'unusual' is simply some method of gaining initial attention, which is harder and harder to accomplish. Whether it be physical gimmicks, or whispering when everyone else is shouting, can only be determined by what the majority of advertisers are currently doing—and the creative imagination of advertising people." . . . Thomas B. Adams (C-E) also finds "unusual" advertisements "only a manifestation of the increasing pressure to attract attention to advertising." He believes that in our consumer-oriented economy this is inevitable.

## Will Advertising Need More Beef in 1965?

Agency executives were asked whether, in terms of a percentage of total sales, 1965 advertising will need more of the dollar or less—and if they believe that agencies will find it necessary or desirable in the mid-sixties to render any types of services not rendered generally now.

Rolland W. Taylor (FCB) predicts increasing competition for men's minds, with more dollars of advertising, more new products, more selling words per capita per day, "and at the same time (if such things as the home video tape become available) more opportunity for people to free themselves from the captive audience. And

SALES MANAGEMENT

# Report from **TEST CITY, U.S.A.**



**How your company may benefit from one  
of the newest, most intensive studies ever made  
of a typical American city**

Again and again, Columbus, Ohio, has proved an ideal place to test a new product or service. Procter & Gamble, Lever Brothers, General Foods, Johnson & Johnson, Kraft, Campbell Soup, Colgate-Palmolive, Scott, Armour and many other experienced companies have used Columbus to test consumer reactions.

Now, Reader's Digest has studied this typical city in depth to learn the sales impact and influence of one magazine on the heart of America.

This research sheds helpful light on a major marketing dilemma: how can you cover the vast numbers of people you must reach these days, and still concentrate effectively on the higher income people most important to you? On the following pages you will find answers from the new book, "Inside Test City, U. S. A."

# The greater the buying power,

**New study shows that Reader's Digest gives greatest coverage where you need it most—in higher income groups**

Can any magazine so large—35,000,000 readers per issue—also be *selective*? The new study, "Inside Test City, U. S. A.," answers that clearly and emphatically. In Columbus, a truly typical American city, the Digest is read by more people than any other magazine and especially by those higher income people who are essential to the sales success of most products and services.

Digest families earn more, live better and spend more than other families. Digest penetration is actually *six times greater* in the top income brackets than at the bottom of the scale (see ACROSS AMERICA chart on the right-hand page).

In Columbus, researchers interviewed people while they were out spending money. How many were regular Digest readers? In used car lots the answer was 38.9%—in new car showrooms, 53.1%. Wherever money was being spent, Digest penetration was tremendous. It was highest of all among groups where you would expect top incomes—57.6% among sporting equipment and boat shoppers, 56.8% among airline travelers.

*The Digest delivers size and selectivity together—in ways that mean the most to marketers.*



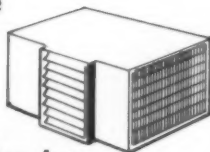
South of Columbus' center (Postal Zone 3) the average family income is less than the city-wide average of \$7,251—and Digest penetration is only 8%.

## Advertisers get profitable results

**...far greater than their experience elsewhere would suggest!**

For Ford, Kraft, Johnson's Wax, Tappan, Kellogg, Nabisco, Alcoa—for more and more advertisers across America—unprecedented sales have resulted from Reader's Digest. Manufacturing company presidents, sales managers, distributors, retailers, in growing numbers... know from experience that the Digest produces action. For example...

**Lennox Industries, Inc.,** called its first Digest advertisement (April 1956), "By all calculations the most successful ad we ever published. We had to select and train more people in our Columbus plant and extend the assembly line. That ad was the mainspring in doubling our business in 1956."



### State Farm Insurance Company

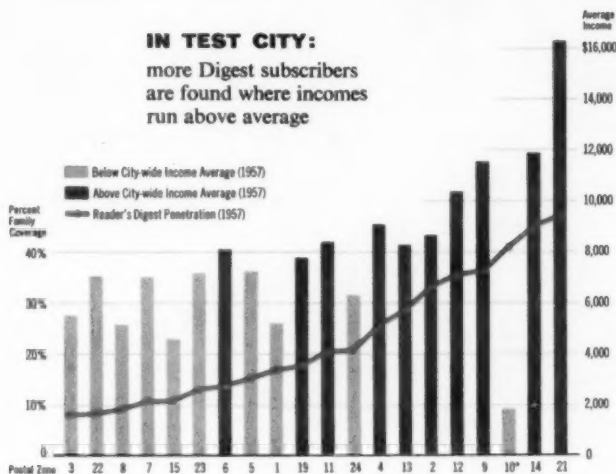


showed a 35-40% sales increase after it started advertising in Reader's Digest. State Farm's Ohio Director said, "We got a tremendous increase in reader recognition." A State Farm agent in Ohio added, "I have received numerous calls from unknown people asking about our insurance. They saw the advertisement—and acted on the faith of what they had read in the magazine."

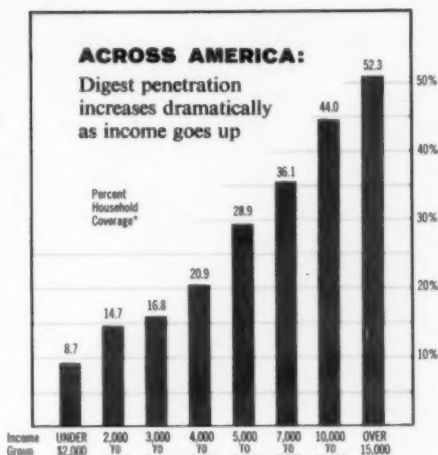


# the greater the Digest's penetration!

**IN TEST CITY:**  
more Digest subscribers  
are found where incomes  
run above average



**ACROSS AMERICA:**  
Digest penetration  
increases dramatically  
as income goes up



\*An interesting exception to the Digest pattern of penetration by income group—and one that proves the rule of Digest selectivity. Zone 10 is the Ohio State University postal area, filled with young faculty and student families.

\*Based on figures for non-farm households from the Daniel Starch 1959 Consumer Magazine Report.



In upper Arlington (Postal Zone 21) the average family income is \$16,400—and Digest penetration by subscription alone is 47%.

## Big Bear Supermarkets,

fast-growing chain, have felt the Digest's sales power. The executive responsible for handling coupons recalled, among others, the Dove coupon. "That was tremendous," she said. "We got a ratio of five to one on any other soap coupon during that time. We still get a Dove coupon occasionally. It's amazing." (Dove's couponed advertisement had appeared almost a year earlier—and *only* in the Digest. 1,800,000 coupons were redeemed—almost 16% of the coupon's circulation.)



### BUSINESS REPLY CARD

First Class Permit No. 4, Pleasantville, N. Y.

Miss Estelle Sheldon  
Reader's Digest,  
Dept. 1  
230 Park Avenue,  
New York 17, New York

## Reader's Digest offers these extra benefits to its advertisers:

### 1. The largest proven audience of readers.

It is larger than any other magazine, weekly, fortnightly or monthly, larger than any newspaper or newspaper supplement. More people read the magazine than look at the average nighttime network television program.

**2. The largest quality audience that can be found.** More people with greater spending power read the Reader's Digest than read any other magazine. And you will find that the higher

the income group, the greater the Digest's share of the audience.

**3. Discrimination in the advertising accepted.** The Digest alone of major advertising media accepts no alcoholic beverages, tobacco, or patent medicines. And for any product, it accepts only advertising that meets the highest standards.

**4. Belief in what the magazine publishes.** People have faith in Reader's Digest . . . faith in its editorial and advertising columns alike.

## Need quality penetration of a regional market?

**THE WESTERN EDITION** offers over 2,050,000 circulation in its 9-state area. Family coverage is nearly 30%—and far higher among higher income families. In the Western Edition you can reach the cream of the Western Market economically—and with full-color impact and national-magazine prestige.

**THE METROPOLITAN NEW YORK EDITION**, which begins in April, 1960, will provide low-cost, prestige coverage of America's richest single market.

Circulation rate base is 1 million, and this edition will reach approximately 3,495,000 readers. Family coverage ranges from 17% in low-income Hudson County (Jersey City) to well over 30% in such prosperous counties as Westchester and Fairfield.

**Further results from Test City** are available. What omens for marketing in the future are especially evident in Columbus? What do people *like* in advertising? Do they respond to the same things they say they like? These are among the many questions explored in the new 54-page book, **INSIDE TEST CITY, U.S.A.** For *your* copy, send the attached reply card.



### Yes, I want more information

Please send the publication or publications checked.

- ☐ Booklet on the Western Edition of Reader's Digest
- ☐ Booklet on the Metropolitan New York Edition of Reader's Digest
- ☐ INSIDE TEST CITY, U. S. A.

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

Simply fill in and mail. No postage needed.

People have faith in

# Reader's Digest

*Largest magazine circulation  
in the U.S.*

*Over 12,000,000 copies  
bought monthly*

this runs right into one of our most acute problems, the increasingly high cost of mass advertising. Costs have grown even faster than the market has grown, making it harder and harder for the small advertiser, or even the middle-size advertiser to compete. Put these phenomena together and we can say that the next years in advertising must, and therefore will, be years of invention."

Barton A. Cummings (CA) doesn't believe that the percentages of total sales which will go into advertising will vary greatly from today's percentages but that the number of dollars involved will be greatly increased because total sales—and profits—turned in by progressive management in 1965, will be double what they are today. "Advertising agency service by 1965 will be more *intensive* rather than more *extensive*. And, of course, it is possible that as time goes on more agency services will be placed on a fee basis so that clients who wish these services can have them and those who do not wish special services will not be obliged to pay for them." . . . Walter Guild (CBB) agrees that if the current trend continues, an entirely different method of compensation will have to be developed because "agencies are rapidly approaching the breaking point in providing marketing services within the limits of the present compensation structure."

Thomas B. Adams (C-E) points to self-service and vending machines as placing a greater burden of pre-selling on advertising, and believes that in 1965 advertising will require more of the sales dollar than it does today. "With new brands appearing in large numbers, built by advertising, old brands can survive only by meeting this competition with more advertising. Opponents of the capitalistic system, if any remain in this country today, will argue that this is a vicious circle. The fact still remains that advertising will be required in a larger proportion as all of these factors in mass selling increase." Mr. Adams believes that in 1965 many agencies will provide the service of management consulting. "Many big agencies employ skilled personnel on specific jobs in which the total talents of these persons are not fully utilized. These extra talents can be called upon in special cases to aid clients who do not have the same talents on tap in their own organization."


William B. Lewis (K&E) believes that by 1965 the amount of advertising will almost double present levels, and that the most important growth will occur in *people*. "They must have more and more knowledge to do top-

notch work so they learn. And as they learn, they grow. This leads, inevitably, to increased professionalism. That is a trend we see in all fields related to selling and advertising. Sales managers today are quite different men from those of twenty years ago, and they, too, will continue to increase their professional status. . . . We must learn more about the proper balance between advertising and merchandising expenditures in producing sales and building brand franchises. . . . We will be stepping up our internal communication programs so that the fruits of our research and the knowledge of our specialists are transmitted to all of our executive personnel. We can no longer rely, if we have in the past, on hiring good people and letting them go it alone. This communication problem by itself will put a heavy strain on agency management and personnel."

Will C. Grant (GA) expects that agencies will be called upon to perform more and different services. "Of the more obvious ones most likely to be expanded, the most important seems to be marketing. The importance of research will rise steadily. Merchandising services will become an even more essential segment of agency service, as will public relations or product publicity."

Brown Bolté (SSCB) doesn't expect more of the sales dollar to be spent on advertising in such industries as food and cosmetics, where advertising has been a primary means of moving merchandise, but he points to many other fields where the efficiency of advertising is just being discovered and developed. "Many of these industries are shifting toward placing the emphasis on pre-selling consumers through advertising, and de-emphasizing more costly ways of selling. . . . Because advertising cannot, never has, and never will work at maximum effectiveness unless all other factors affecting the sale are right and in harmony, tomorrow's agencies will support their end product—advertising—with sound marketing services and counsel."

Warner S. Shelly (NWA) sees the coming of a truly balanced agency. "The balanced agency will be sophisticated in marketing. Marketing isn't really an agency function because no agency can perform it fully. The successful client is likely to be very competent in marketing, and well equipped. (See caption under Mr. Shelly's photograph for detailed comment.) The balanced agency will be purposefully creative. The writer and artist will know that every marketing problem is different and that reliance on set styles or gimmicks, though it



FOR SPECIAL  
BUSINESS FRIENDS

*Bon Vivant*  
COCKTAIL BLENDER

With the beautiful Bon Vivant, hosts DIAL each cocktail to taste! Just set cover dial—anywhere between "Regular" and "Straight"—then pour.

Serves entire party...every drink as strong or gentle as ordered. Amazes! Delights!

Handblown crystal. Wrapped like a jewel.

Ask your gift salesman. Or—for models and quantity prices—drop us a quick note.

*Research to Reality, inc.*  
WHERE IDEAS GO TO MARKET™  
1260 Library Place • Detroit 26, Michigan

## EVERY SALESMAN NEEDS ONE!

ONE MORE SALE IS WHAT WE MEAN. ONE WAY TO ASSURE MORE SALES IS TO USE A RECORDAY—THE EXECUTIVE POCKET DIARY. DESIGNED TO HELP SALESMEN ORGANIZE THEIR TIME BETTER. THE IDEAL GIFT FOR YOUR MEN.

Complete, dated refills for whole year begin with your order. Send today for trial unit with Black Imported Hand Grained Morocco Case \$10.50.

Made and sold only by

**RECORDAY COMPANY**

Dept. SM-3

53 State Street

Boston 9, Mass.

# Your Direct Line to the Public School Market

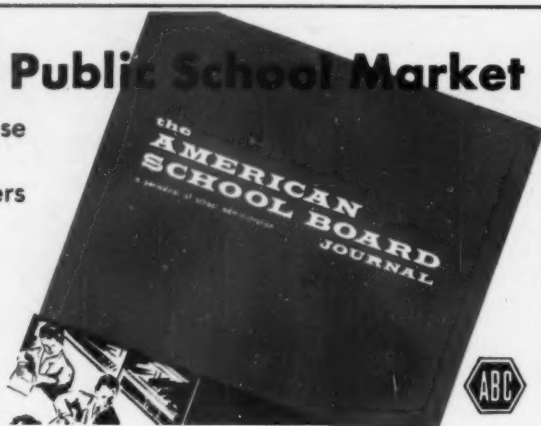
Most Read, Most Preferred Because  
Its Editors Speak with Mature  
Authority on Public School Matters



"The American School Board Journal has been a great help to me . . . the American School Board Journal has been my 'trade association' periodical. Through it, I have been informed and inspired as to what is necessary to provide good schools. . . ."



"The American School Board Journal is the only publication which all members of the Springfield Board of Education receive . . . it has been helpful here in creating a good School Board attitude in regard to many problems of the schools with which we deal."



American School Board Journal reaches and holds the continued interest of 27,160 top school officials, including those in each of the top 50 school districts; representing the buying heart of the public school market.

American School Board readers consist of school board members, superintendents and school business officials who make the final decision on products and services used in their schools.

It's simply a matter of reaching the "WHO-MANY" readers who can specify your products. For it's the "WHO-MANY" that separates actual buying authority from the sheer numbers represented by "How-Many" circulation. American School Board Journal pinpoints the greatest number of people who make buying decisions.

1st in ABC circulation reaching 45.5% more  
influential Board Members and Superintendents than the No. 2 publication.

## American School Board Journal

400 North Broadway • Milwaukee 1, Wisconsin

Offices also in New York • Chicago • Miami

may give the agency a transitory reputation of being a creative agency (surely an unnecessary term) can only result in sameness and diminishing returns. Marketing sophistication and purposeful creativeness—it's a combination hard to beat. And nothing else will do."

John P. Cunningham (C&W) finds it "only natural that more manufacturers' dollars will be put behind marketing. Furthermore, new products and more advertising on the part of non-consumer companies, such as metals, textiles and building materials, will increase the total national advertising volume in relation to the Gross National Product. Inevitably, the marketing share of the sales dollar must increase; and advertising as well as sales promotion, field selling expense and distribution expense will need more of the sales dollar."

William A. Marsteller (MRGR)

finds "most capital goods companies are still terribly under-advertised and only in recent years have some of the leaders in the industrial field begun to understand the function and value of advertising. Advertising agencies generally have been broadening their services for many years . . . The difficulty of small agencies in furnishing these desired additional services is one of the strongest influences behind the growing number of mergers. Some advertising men feel that advertising agencies must confine their activities to preparation and placement of advertising, but they seem to be in a the minority."

Both Robert E. Allen (FSR) and Charles H. Brower (BBDO) find that the economics of agency operation tend to restrain agencies from embarking into greater diversification of service, but both look for an increase in total national advertising expendi-

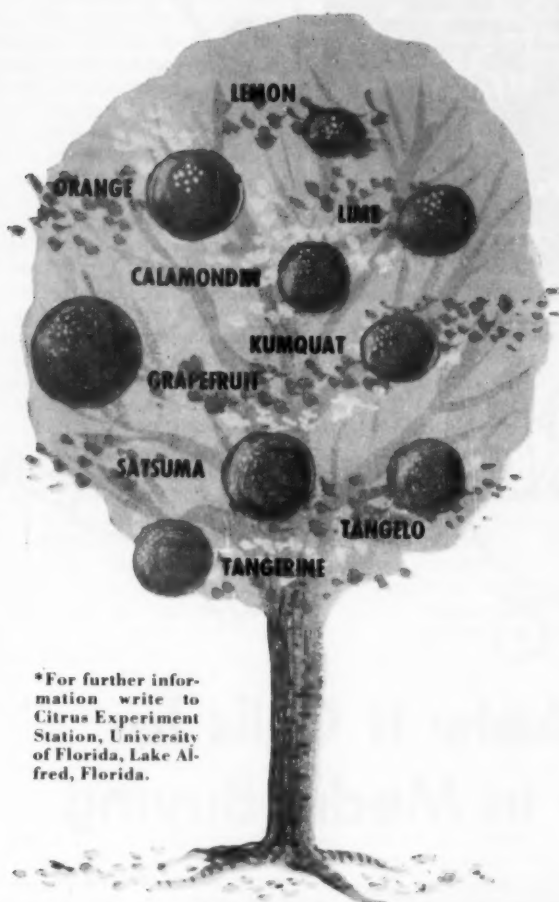
tures in terms of a percentage of total sales. Mr. Brower points out three reasons:

1. Pressure for the consumer dollar will increase as a result of the wider range of interest of the consumer.
2. Pressure for a share of a market will increase as financially responsible companies merge with others and acquire new items for sale.
3. Every day new products hit the market, each claiming great new advantages. "And so today, instead of 4 major brands of cigarettes, for example, you have over 15. In the soap industry the same thing is true; more and more products making more and more claims. This flood of products and claims must result, in my opinion, in increased expenses in getting your own message over to the consumer." ♦



# PERRY NEWSPAPERS COVER... FLORIDA'S 9

## JUICIEST MARKETS!



\*For further information write to Citrus Experiment Station, University of Florida, Lake Alfred, Florida.

It is possible in Florida's citrus groves to see single trees carrying as many as nine different kinds of Florida's delicious fruit. This "miracle" is produced by an expert in the art of grafting from one tree to another.\*

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## Marketing on the Move



# 'Fission' in Markets: It Calls for A New Strategy in Media Buying

**We've tended to look at a blur we call the "mass market." We've tended to think of the "consumer" as a stereotype. We've perhaps too often hoped that a carefully generalized appeal through multi-million-circulation media would lead us happily to volume and profit. Author Dean challenges these ideas, tells why more "segmented" advertising is inevitable.**

by SIDNEY W. DEAN, JR.  
Vice President, McCann-Erickson, Inc.

As marketers we are continuously and vitally affected by the evolving interests and attitudes of consumers.

I am convinced that the forces that are giving direction to these developments point to new and more genuine individualism. Diversity of individual needs and interests adds up to heterogeneity rather than conformity in our patterns of living, buying and

behaving... whether as customers, audiences, voters or plain human beings.

New ways of living, working and playing together have been made possible by the automobile, the highway, and the media of communications. New community and family groupings are placing increased emphasis on group cooperation and relationships. But I believe that it is

a false diagnosis to label the social result as conformity, or to assume that conformity, as such, will supersede individualism.

Individualism is the product of progress. Peter Viereck described our new frontier as the human mind itself. Diversity is a product of the freedom, the leisure, and the education to use our minds as creative instruments for self-realization.

It seems reasonable to believe that diversification of our populations and our markets is the inevitable, long-term consequence of our evolving ways of living.

Producers and distributors of goods and services are perfecting their products and marketing planning in order to capitalize on market diversification. In product planning, they are emphasizing sharper product differentiations and full-line product development. In marketing planning, they are adopting new strategies of segmentation—by markets, outlets, and media. Marketing segmentation is becoming a profit objective as well

as a growth and survival essential for American business.

It is certain that these trends will, in the future, have a profound impact on media selection.

Media planning based upon the principles of marketing segmentation will place greater emphasis on traditional values like marketing areas and consumer characteristics. But it will also develop new types of psychological matching of product and consumer images with editorial and program content. (Above all, it is certain to make greater demands on the editorial vitality of media and the creativity of their editors and producers.)

Today marketing and media planning have become inseparable because communications are at the heart of modern marketing efficiency. Research communications feed back information from the market to guide the policies of the manufacturer, the editor, or the program producer. Selling communications flow out to the market through manufacturers' and retailers' personal selling organizations, promotion, publicity, and general media advertising to generate product demand.

Increased productivity in marketing depends upon our ability to employ the full range of communications, not only to coordinate, but to integrate total marketing and selling activities. Full-line marketing thus treats all of the channels of communications as "media," including personal selling, publicity, promotion and advertising.

Henry Ford II made this observation recently: "Somehow there seems to have been a short-circuit of public understanding of the tremendous revolution which has taken place in the American economy. We have experienced, without quite realizing it, the evolution of a new kind of human institution—one which is both political and economic. The primitive and relatively unstable capitalism of the past has given way to a consumer-dominated, self-regulating system that broadly serves the interests of the people."

The two adjectives Mr. Ford chose to characterize our economy—"consumer-dominated" and "self-regulatory"—supply us with two bearings for exploration of current trends toward product and market segmentation. Managing the market has become as important a responsibility of business as managing the mill.

To manage the market we must know the market—segment by segment. This means individual evaluation of each segment, its sales potential, selling requirements and profitability.

According to J. H. Jewell, marketing vice president of Westinghouse, "Market totals . . . should not be allowed to conceal today's increasing trend toward markets within markets—or market segmentation. The more thoroughly we scrutinize markets to define their segments . . . based not only on familiar factors like location, age, income . . . but on new factors, both psychological and promotional . . . the better will be our results."

The most powerful single force working for product and market segmentation is the intensified competition for market position. Certain market segments have higher buying power, are more easily reached through distribution and advertising media. Today's manufacturers are realizing that concentration on these segments brings increased market penetration, at reduced cost.

Toward this end market segments are being targeted, specific product images outlined for specific target segments. Sharp increases in the numbers of product models, styles and brands highlight this specialization in product appeal. Since 1950, for example, the popular brands of cigarettes have increased from 9 to 17, detergents from 37 to 48, hand lotions from 9 to 16, and floor waxes from 9 to 14. These same trends reflect volume shifts from "all purpose" products to "special purpose" brands.

These increases also point up the shortening of the product life-cycle as manufacturers move to keep ahead of competitive appeals. And as products go through the introduction, build-up, maturity and decline, only those marketers most skilled at matching each phase of the cycle to the market segment and media audience most responsive—at lowest cost—will realize the maximum in long-term profits. Product life-cycles vary. Recognizing these variations, product planning can speed up obsolescence and replacement when change is advantageous.

Today's full-line product policies are a direct result of planning for marketing segmentation. In the past few years we've seen almost every major manufacturer act to round out his product lines by type, size, style, or price groups.

Mass markets, like mass media audiences, are only the aggregates of many segments, with varying degrees of sales response to basic product and advertising appeals. A diffuse appeal must sacrifice sharpness and impact to gain breadth of coverage. When appeals become too diffuse, product and brand loyalties weaken.

An example is the kind of product usage pattern we can trace through



### "Finger Man" for Markets

Sidney W. Dean, Jr., is in advertising (he's v-p in the Planning Department of the home office of McCann-Erickson, Inc.) but he thinks of himself as a marketing man. He should. His work is concerned with marketing planning for the agency, with its 41 offices in the U.S., Canada and overseas, as well as its subsidiaries, including Communications Counsellors, Inc., Market Planning Corp., and Sales Communications, Inc. Born in Boston, he went to Yale for his AB degree. While in college he wrote for business publications and tried his hand at door-to-door selling (books, not brushes). A specialist in marketing and communications planning, he was a founding director and treasurer of the Controlled Circulation Audit, now serves as a director of the Audit Bureau of Circulation. During the war he served in the Air Force Combat Intelligence, won a Bronze Star for work in the planning of European heavy bombing. He lives in New York's Greenwich Village, summers at his ocean home, at Wainscott, L.I.

consumer research panels. In a single competitive and relatively unsegmented category, for example, it was found that the users of the leading brand divided their annual purchases among a total of eleven brands; the leading brand accounted for only 29% of its families' total purchases during the year, the second brand 27%, the third brand 14%, and the remaining 30% of the purchases were shared among eight other brands! Weakness and diffuseness of brand image is of course a wide-open invitation to the private-label marketer!

The trend to segmentation underlines why, as modern concepts of



marketing have matured, market planning for profits has superseded pure volume as an objective. Product and market segmentation is a principal tool for maximizing and stabilizing profits.

With increased emphasis on the introduction of new and improved products, we would like to know very much more about these customers who are new product innovators . . . those who are among the first to try new products and then to talk about them within their communities.

The Survey Research Center at Chicago reported that these innovators seem to possess four characteristics in varying degrees of mix: They tend to have higher levels of income (but not substantially higher); they have a higher than average formal education; they are socially more active; and they tend to be heavier users of all of the media.

We need to know much more about these people as generators of word-of-mouth media influence as well as audiences for media. According to Columbia University's Bureau of Applied Social Statistics, word of mouth is the single most important communications influence on ultimate product sales.

In practically every product market we find that a relatively small segment of heavy users accounts for a predominant share of sales. This is a shifting segment, not only by product category, but also by product life-cycle. Media with relevant editorial and psychological patterns of segmentation can therefore offer both selectivity and efficiency for reaching heavy users.

There is considerable evidence that heavy product usage is highly correlated with heavy media usage. A few years ago, a Starch study compared the number of magazines received per family with levels of family income and ownership of appliances. The analysis showed that families receiving eight or more magazines had an average income one third higher than families receiving only two magazines. Families receiving eight or more magazines owned four times as many dishwashers and twice as many home freezers.

We have often penalized media which showed heavy overlapping of audiences with other media. Yet, the families of heaviest media overlap tend to be product innovators as well as heavy product users. In my opinion, advertising "over-investment" per family due to media overlapping—possibly as high as a dollar or two per family per year—is actually an extraordinary bargain in terms of efficient coverage of sales potential.

The current media strategy of one McCann-Erickson client is almost a model application of market and media segmentation principles: With only publication media for its principal product, it carries on a basic campaign in the general weekly magazines plus the magazine sections of over 300 Sunday newspapers. In addition, there are nine separate market segmentation campaigns in over 40 selected magazines. Circulation overlaps are carefully planned to concentrate on heavy user groups and to support seasonal promotions.

These general principles of market segmentation might appear to have primary application to media like magazines which lend themselves to selective editorial and audience strategies. But further consideration will quickly demonstrate that media segmentation is an inevitable consequence of marketing trends for all categories of print, display, and even broadcast media.

What has happened in California is a classic demonstration of the way the automobile and mass transportation are regrouping people around their jobs and their living interests to create entirely new types of communities. Often these new groupings occur within the corporate boundaries of established cities, forming "intra-urban suburbs."

But, in most instances, the new communities have coalesced outside of central cities. They are often far more than mere sleeping, schooling, playing, and shopping suburbs. The economics of transportation and distribution make many of them truly self-sufficient community markets.

The Census definitions of "suburbs" are inadequate guides to the location and size of these new community markets and their true rates of growth. A vast crisscrossing migration of our populations is taking place, which cannot be measured by the simple net gains and loss figures for each community. The fantastic speed at which these great internal migrations are occurring can be gauged from Census reports. Each year for the past five years, one fifth of all American families have changed the location of their homes, and one sixth of these crossed state lines!

Under these conditions, old conceptions of "trading areas" are changing radically. Marketers are seeking to define new sales and advertising control areas within central city boundaries as well as outside. The changing retail trading areas of super markets and diversified shopping centers place a premium on the availability of media to match these evolving market patterns. The patterns of

outdoor plants have been revolutionized. The number of intra-city community newspapers is increasing. Already, the combined circulation of all community newspapers in areas characterized as "suburban" is close to six million.

A number of special market studies for McCann-Erickson clients have markedly affected orthodox media planning. In a recent instance, such a study showed that the most efficient combination of newspapers to match product sales potentials called for the use of only one metropolitan daily plus a selection of 20 community newspapers.

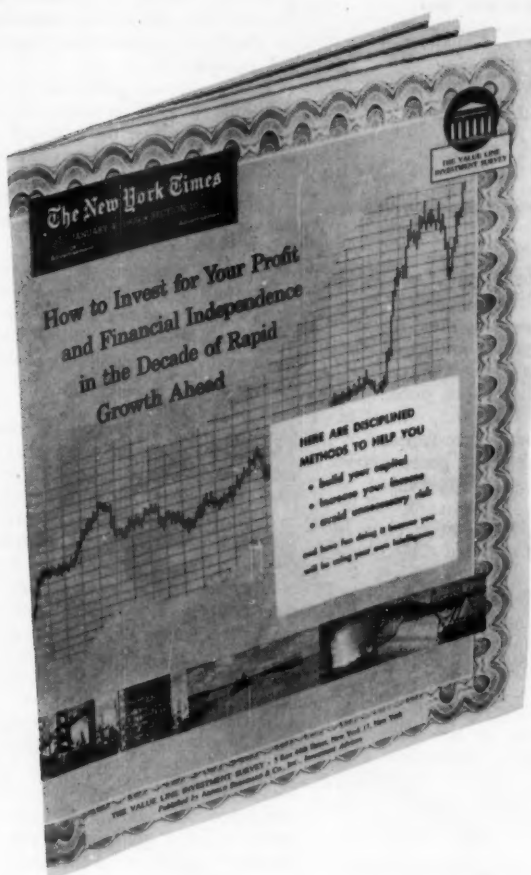
The metropolitan daily and Sunday papers also have capabilities for market segmentation within their normal patterns of circulation. In their central cities, they tend to be mass-coverage media, usually with family penetrations in the range of 70 to 100%. However, as product, service, and cultural trading distances increase, readership declines, usually in inverse relationship to audience buying power, education and living standards. Thus, the selectivity of metropolitan daily circulation in terms of market segmentation varies by trade and influence areas. In my opinion, there is a promising opportunity to improve the versatility of newspapers as a basic medium by progressing from the conventional concept of "all-purpose" city and retail trading zones toward more flexible areas for marketing control which are based on true communities of living and editorial interests.

Media are guiding other opportunities for segmentation strategy. Regional segmentation is aided by split-runs and regional editions. Special formats are being used more and more to augment audience segmentation by increased creative impact. Multiple page inserts, special sections, and novel color, space, and shape treatments offer advertisers impact comparable with direct mail, catalog, or house organ formats—but at the lower unit costs and higher market penetration of the general medium.

It is certain that more planning for newspapers and all local media will be done on a market-by-market basis. Geographical segmentation will follow product distribution and buying power. Merchandising through key outlets will be stressed in accordance with companies' own specific distribution and promotional patterns.

We are now beginning to observe new market segmentation strategies in advertisers' use of network television. With steadily rising fixed costs, plus relatively inflexible market coverage patterns, advertisers are closely





# THIS AD

is a 16-page supplement published in The New York Times last January 4. Sponsored by the Value Line Investment Survey, it told in detail about Value Line's investment advisory service covering 800 common stocks. A coupon on the next to the last page offered \$5 four-week trial subscriptions, \$65 six-month and \$120 annual subscriptions.

# PRODUCED THESE RESULTS

In two weeks, reports Value Line President Arnold Bernhard, 4,683 orders were received, totaling \$23,415. Within two months, the total had shot up to \$42,365. By the end of March, conversion of short-term subscriptions had brought in another \$44,000. Value Line knows, too, that conversions will continue to add to the total. Renewal rate for its \$120 annual subscriptions alone is 85%. Here is another example why today, as always, it pays to advertise

# IN THE NEW YORK TIMES

first in advertising in the world's first market

## The Drift—and the Meaning

- 1. The direction of growth of our society and economy is toward diversification of markets.**
- 2. Marketers will capitalize on those trends and maximize their competitive strength by strategies of product differentiation and market segmentation.**
- 3. Marketing segmentation makes increased media segmentation inevitable, not only by more precise geographical, social, and economic categories, but by sharper editorial and psychological direction.**
- 4. Improved media segmentation will stimulate new developments in media efficiencies, and greater editorial and advertising impact.**

examining television audience profiles by age, buying power, and interests which parallel their market segments. Program selection is therefore greatly influenced by the quality of audiences from a sales potential point of view as well as by the quantity.

Another clue to the trend toward greater selectivity in the planning of television is measurable by the rapid shift from single to multiple sponsorship of network programs. In the 1954-55 season, 80% of all nighttime programs on the three networks had only a single sponsor; this current season, only 46% of network shows are exclusively sponsored. During this same period, the number of shows with alternate sponsorship has increased from 19 to 41; the total of shows with multiple sponsorship increased from 5 to 15.

As media planners, we cannot overlook the significance of the extraordinary long-term growth of advertisers' investments in business papers which are the most precisely segmented of all general media. Advertisers are now spending at the rate of \$550 million per year in merchandising, professional, and industrial magazines. This compares with a pre-war level of less than \$100 million and is now at twice the level of national advertisers' expenditures in either radio or outdoor, and better than two thirds of the dollar volume of either general magazines or newspapers. Since 1950, business papers have shown twice the growth rate of all other forms of print media.

Editors are probably the original pioneers of what has been labeled the "modern marketing concept." Editors, from the beginning, have

been practicing communications both *to* and *from* the consumer. They have immersed themselves in their readers' problems and interests, and have concerned themselves with audience feedback. The very nature of publishing continuously involves the editor in product change and improvement.

Editors are the prime practitioners of the creative use of discontent to promote material betterment. They early recognized that complacency is the enemy of productivity in every phase of life.

I personally believe that the editorial pendulum may have swung too far toward mass emphasis . . . in the direction toward which the examples of television and radio broadcasting programming have pushed it. Many publications, in the effort to compete with mass broadcasting and print supplements, may be abdicating their first responsibility to serve their primary audience with depth and impact.

I do not mean to belittle the editorial role or the advertising function of the few relatively unsegmented media of mass circulation. For advertisers of products whose various market segments — both socio-economic and psychological — represent only slight variations in sales potentials, the mass media will probably continue to deliver audiences at lowest net costs.

But for all other media, especially print publications, market and audience segmentation is a promising direction for profitable, healthy development.

In the last analysis, markets do not become marketing opportunities until media convert them into audi-

ences. The real marketplace is thus an attuned and receptive *state of mind*. It can be formed as well as identified by the image of the medium that creates and serves it. Sharper editing and programming to the market will project sharper images of the medium itself to its advertisers and distributors. Too often, the medium's effort to represent itself as a universal marketplace results in an image which is blurred and diffuse, just as an advertiser's desire to present some degree of product appeal to every potential market will produce a blurred and feeble product image. Neither advertising nor editorial can be designed to entertain, inform, and sell everybody.

In the intense competition for circulations as well as sales, we cannot afford to sacrifice the striking power of sharp editorial and advertising impact for shallow appeals and superficial coverage. Our best guides are the creative judgments of our writers, editors, and producers.

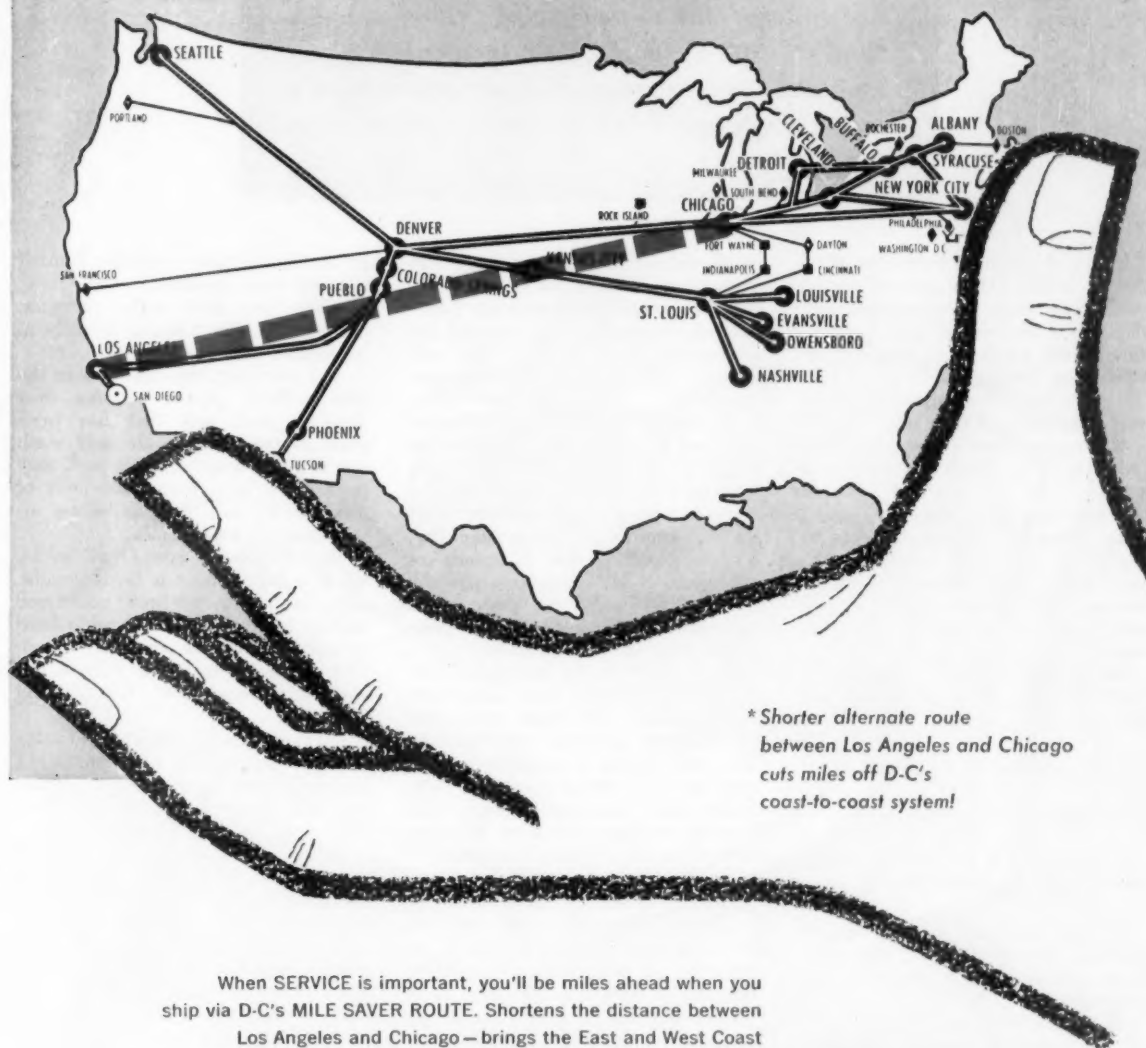
We will continue to improve the marketing performance of advertising as we improve the media planning process itself. The Market Planning Corporation, the research affiliate of McCann-Erickson, recently completed a survey of media buying among both advertisers and agencies. Their summary pointed out that media selection was one of the most complex of modern business decisions, involving an extraordinary variety of motivations as well as number of participants. Media planning is group controlled, yet it can be no better than the creativity of the individuals who possess the rare skills to evaluate both markets and media . . . and the intestinal fortitude to assert and fight for their judgments.

Media decisions have been called "a struggle between the rational and emotional." In my personal opinion, too often the rational elements are permitted to win! An unfortunate result of this process is the block thrown in the way of media-planning innovations and experimentation. Intangibles play a decisive role. Media innovation often requires collateral distribution and merchandising support. Often the financial risks seem high. Yet these risks must be calculated, shared, and accepted by all of us if media planning is to keep up with marketing progress.

I believe that media planning and development designed to capitalize on trends toward segmentation of markets offers high rewards for advertisers, media, and the American marketing system. Better audience segmentation will improve sales efficiency and heighten the sales impact of advertising ♦

Shorten the distance coast-to-coast with...

# D-C's MILE SAVER\* ROUTE



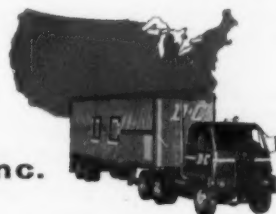
\* Shorter alternate route  
between Los Angeles and Chicago  
cuts miles off D-C's  
coast-to-coast system!

When SERVICE is important, you'll be miles ahead when you ship via D-C's MILE SAVER ROUTE. Shortens the distance between Los Angeles and Chicago—brings the East and West Coast miles closer—makes D-C's DIRECT SERVICE even more direct!

Try D-C's MILE SAVER ROUTE on your next shipment—you'll discover why D-C is the coast-to-coast choice for coast-to-coast service!

**DENVER CHICAGO TRUCKING CO., Inc.**

*THE ONLY DIRECT COAST-TO-COAST CARRIER!*



NOVEMBER 10, 1959

63

## Start to Worry TODAY about the Salesmen You'll Need TOMORROW!

Recognize sales recruiting for what it is: A function calling for realistic long-range planning and expert management attention. Here's a 10-point approach to building a sales force for the '60's.

If your salesman in Nashville, Worcester or San Diego resigned today, would you have an immediate replacement? Or would you have to start at the beginning, rounding up candidates, hoping for luck?

If your men in all three territories were removed within a week, would it throw you into a nervous sweat and trigger a crash campaign of hiring?

If you have no replacements . . . if you're living from day to day attempting to fill sales jobs only after the incumbents have departed, one of your top priority future planning projects is that of getting a grip on your sales personnel problem.

In the 1960's, if you hope to live profitably and grow profitably, you will be. . . .

1. Introducing new products.
2. Opening new markets.
3. Operating in a hazardous quicksand of shifting competition.

To hold and improve your market position, you will need *more* sales manpower and better qualified sales manpower.\*

The current concentration of interest and money on research and product development is tending to obscure the equally urgent need for

more effective planning and organization which will provide the salesmen and the middle-management talent needed to introduce, and expand the markets for, the products that will emerge from those development programs.

If yours is a big company, chances are you have already been forced into systematic recruiting and training to provide a pool of qualified sales manpower upon which you can draw for replacement and expansion. But, if you're among the thousands of companies of lesser size, you may still—to your detriment—be operating on a hand-to-mouth basis in the manpower area of your business.

At no time in the foreseeable future does it seem likely that new developments will lessen the need for effective personal salesmanship. The price of lack of foresight in planning to meet future needs for adequate sales coverage is high, and hard to estimate in dollars. Entering into it are these considerations:

Good men are scarce. Any company that is not finding it necessary to screen larger and larger numbers of candidates to find one who is acceptable, is an oddity. Prospecting for men is therefore becoming more time-consuming. It takes longer just to "find the bodies." And since the trend is all in the direction of more careful screening through interviews and tests, this process, too, is tending to consume more, rather than less, time.

If a company begins to seek a replacement only after a territory is vacated, there is always the temptation to hire the best candidate available at the moment, even though

no candidate who presents himself may be truly qualified.

When you hire under pressure, preliminary sales training is likely to be hurried and inadequate.

As a corollary, the man sent to the field without proper training may damage good will that has been years in the making. He may wash out in a few months, or, at best, may be brought to a reasonable level of productivity only with an excess investment in supervision.

Weeks, months even, may go by while a replacement is being sought, thus leaving a territory uncovered and giving competition a gold-plated opportunity to take over. It's invariably expensive to regain even a few percentage-points of lost market position.

Lack of stand-by men, promotable to field assignment, may prevent a company from moving in to capitalize on new sales opportunities when they arise quite suddenly.

All of these sources of loss and waste and disruption should be weighed during consideration of the outlay required to set up and maintain an efficiently organized manpower program. What's important is that these are largely hidden and hard-to-estimate costs. One way to get management perspective on a bigger manpower budget is this: Figure out what it would mean to your company, in total sales per year, if you could lift the efficiency of every man on the sales force by only 50%, and cut the turnover by 25 to 50%.

Certainly there is no easy way to meet replacement needs and to expand a sales force with men who

\* A group of 40 top management men, polled in August 1959, estimated that, for their companies, sales manpower would have to be increased in the next five years, an average of 37%. See "Executive Jury Forecasts Tomorrow's Major Trends in Marketing," SM, September 4.



Mr. Gains



## INCREASE YOUR SELLING ABILITY NOW...



LET COLUMBIA RECORDS HELP YOU DO THE TALKING



CL 1361

"Hundreds of firms and thousands of sales executives feel that this is the best speech training program ever developed."

—Mr. Harry White, Exec. Dir. N. Y. Sales Executives Club

Here's the quick, modern way to improve your speech—the most vital part of your on-the-job contact work. Success or failure in a business venture often depends upon your speaking skill. You'll find "SPEAK WELL—OFF THE RECORD" (a 12" Lp with a 16-page illustrated instruction manual) one of the easiest, most effective ways to develop clear, distinct, confident speech.

Paul Mills (Faculty Member N.E.E. Graduate School of Sales Management and Marketing and English Speech Consultant to United Nations Ambassadors and Delegates) has designed this program specifically to overcome defective speech habits (regional or foreign accents, lisping, nasality, incorrect pronunciation and many other errors) ... to advance already-developed techniques ... to make you a more valuable, more successful business man!

"SPEAK WELL—OFF THE RECORD" can be bought at record shops and department stores everywhere for only \$3.98!

Prices are suggested list

**COLUMBIA**  
**RECORDS**

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A Division of Columbia Broadcasting System, Inc.

have better-than-average chances of sticking and making good. But a large measure of the risk inherent in hiring on a catch-as-catch-can basis can be avoided by more systematic and purposeful management of recruiting and training.

Here are 10 recommendations by Sales Management's editors for action which will enable any company to get a firmer hold on the interwoven problems of recruiting, screening, and upgrading the men who will be needed to keep your business competitive and growing:

1. Make someone of reasonably high executive stature responsible for manpower planning and organization. After you have measured the nature and scope of the job before you, give him the authority and the budget he needs.

2. Take a hard look at your turnover rate and develop a realistic estimate of what it now costs to replace the men who must be released in any one year's time, and those who resign to seek greener pastures. If you've been losing good men, be absolutely certain you know why.\* (Many a company knows but simply hates to face it because of the basic policy changes called for.) If you do not now use carefully conducted termination interviews to learn the true causes for resignations, start doing so immediately.

Examine your compensation plan. Is your pay scale competitive for the type of man you want? Does your plan provide "rent and groceries" money even though it has a commission element? Does it embody incentive? Is it competitive with practices elsewhere in providing such benefits as group insurance, health plans, vacations with pay, retirement funds?

See that you have a logical and convincing answer to the question you'll get from almost every worthwhile candidate: "What opportunity is there for advancement?"

Look at your present policies covering recognition for superior sales performance. If money is the only reward you offer, consider honor-club plans, other recognition devices which glorify the top producers in the eyes of their families and fellow men. "Man does not live by bread alone."

3. If you're to be abreast of the best of present practice, prepare (a) a thoroughly accurate and carefully worded job description for your salesmen, and (b) a recruiting booklet

\* See "If You Can't Keep Your Best Salesmen," SM, January 16, 1959.

that tells who you are, what you make, where you sell your products, how your salesmen operate, what you do to advertise and promote your products, what makes your company and your industry attractive as a career opportunity.

4. Estimate your sales manpower requirements at least for the next five years. Estimate your middle-management requirements. If you're likely to need 30 more supervisors and 100 more salesmen, then perhaps one out of two you hire for selling jobs from here on out should be selected because he has definite management potential.

5. Analyze your sales employment records to discover where, in the past, you have found your best candidates. Have you done better with men in certain age brackets? With men of a certain specified level of education? With men you've brought into selling from some other line of work? Use what you learn in your future prospecting.

6. Now examine your selection procedure to see if it's up to date. You should have a well-designed application form. You should follow a patterned interview procedure with forms suitable for note-making. If you have never used aptitude testing, explore it. If you do not now require a complete medical examination, you should do so. If your method for following up references is slipshod, tighten it up ... at least some of this follow-up should be done through personal or telephone interviews. Consider the use of one or more services available from the outside, through which you obtain reliable character, credit and background information about a man.

7. Make a dispassionate appraisal of your sales training plans and procedures. A majority of today's best candidates for sales jobs favor companies in which they are assured the benefits of specialized training. If you are now providing mostly, or only, instruction in product(s) and application, you are dangerously weak. Such training should be supplemented with training in such areas as the techniques of salesmanship, territory management, merchandising the advertising, retail management and operation if your product sells through dealer channels.

8. Provide leadership and facilities to encourage your men (those you have now and those you will add later) to pursue self-training. But

SALES MANAGEMENT

# Does she or doesn't she advertise in LIFE?

Miss Clairol *does* . . . and becomes the fastest growing item in the beauty business.

Clairol advertising has stimulated a tremendous spurt in the acceptance of hair coloring. Here's how it happened.

In 1956, it was decided to undertake a major national campaign for Miss Clairol. Up till then, the product was advertised almost exclusively in fashion magazines and newspaper supplements.

In 1956, Miss Clairol began to use LIFE on a *monthly* basis. According to Richard Gelb, President of Clairol Incorporated, LIFE was chosen for these reasons: "excellent full-page, four-color reproduction for the finest impression possible; and tremendous national impact to encourage the use of hair coloring in every corner and county of America instead of just a few big cities."

Today, hair coloring is the fastest growing segment of the beauty business. And in the last twelve months, *Miss Clairol sales rose 230%* over the year it was first advertised in LIFE.

**Moral:** whether you sell hair coloring or Easter egg coloring, LIFE can color the outcome to your fondest expectations. Seems the people who read LIFE *live life* . . . and spend money in the process.

Want to put your story before them? Do you or don't you?



## DRUGS & TOILETRIES

## ADV. REVENUE

LIFE.....	\$8,033,128
Ladies' Home Journal.....	6,274,214
Saturday Evening Post.....	5,017,756
McCall's .....	3,791,360
Look .....	3,545,769

Source: PIB (Jan.-Sept., 1959)

# Effectiveness is a fact of

ADVERTISED IN  
**LIFE**

**HIRE SALESMEN  
THE EASY WAY  
PHONE YOUR NEAREST  
National Personnel  
Consultant  
TO PLAN INTERVIEWS  
FOR YOU WITH  
QUALIFIED SALESMEN  
LIVING WHERE  
YOU NEED THEM**



**63  
COAST  
TO  
COAST  
OFFICES**

**WRITE OR PHONE FOR  
LIST OF MEMBERS AND  
HOW THEY CAN HELP YOU.**

**HARRY C. VAUGHN—DIRECTOR  
37th FLOOR LEVEQUE TOWER  
COLUMBUS, OHIO—CA 1-2809**

## Sawyer's **3-D** full-color photography can increase your sales

**Let us prove** that Sawyer's View-Master 3-D full-color photography can do a selling job for you!

**Learn why** hundreds of national firms use View-Master 3-D color pictures to introduce new products, show new applications and installations.

**See the startling realism** View-Master 3-D pictures give to products—whether foods, fashions or construction equipment.

**Write for free sample** View-Master reel and hand viewer. Check additional information you want.

- ☐ **Salesmen's Aid.** How a few picture reels and 7 ounce hand viewer let salesmen show complete product lines.
- ☐ **Direct Mail.** Why new and old customers take the time to look at color pictures in 3-D.
- ☐ **Displays.** How View-Master 3-D color pictures and viewers make effective, low-cost displays.

Name \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Mail to Sawyer's Inc., P.O. Box 490, Portland 7, Oregon

under no conditions should you consider this kind of activity a substitute for guided organized training and re-training under company auspices.

9. Do not fail to look in your own factories, offices, warehouses, service departments, for men who might, through proper training, be qualified for the sales force. Let your employees know, through bulletin boards, special announcements, and house organs, that there are opportunities in sales.

10. If you recruit college graduates be certain of two things: (1) that

you start your recruiting with a long lead time before graduation . . . even with some prospecting among men in their junior years. The competition at this level is now so intense that late-comers find all of the best candidates committed elsewhere. And (2) make certain that you have personable and highly capable men making your presentation and doing your interviewing on the campus. Count on it: The questions will be searching, and the job-seekers will want and expect clear-cut answers. In this situation the students will judge your whole company by the personality and behavior of those who represent you. ♦

## Predictions In Packaging

(continued from page 17)

and cognizant of the need for the objective approach, have taken the lead in integrating research with the design development process.

7. *More companies will put packaging planning and research on a year-round basis.*

This means establishing a packaging function within marketing and giving responsibility for it to a man of executive status. There should be one individual in each company who acts as a packaging coordinator. His sights should extend both to the production of suitable packages and to the marketing function of the package. Year-round attention to packaging, eliminates the need for crash programs sometimes caused by fast-moving competitors.

A man with this function can make sure the company stays in the forefront with respect to packaging developments and possibilities. With so much creativity in packaging now, so many new and tradition-breaking developments, there is no way for a company to be on top of the field unless it assigns someone to watch what is going on and keep up on all possible applications of new developments to the company's products and packaging potentialities. This makes it possible for a company to take the lead in packaging rather than simply following.

Such a program would permit its executive head to think boldly and imaginatively with respect to packaging, and to smell out trends that could either leave his company behind or provide a new opportunity to seize competitive advantages.

A packaging coordinator in the food processing field, for example, will watch developments in home appliances, realizing that these may have more to do with packaging than many people are aware of. What about the growing table-ready factor? Will more and more convenience foods be served in their "package," without change of vessel? If, so, this will make a difference during storage and the package itself will need to be more compatible with the dining area than the pantry. Storage space in appliances will dictate or influence shape of package, and package shape in turn will govern developments in appliances. Both must be watched and anticipated. It's a full-time job at today's fast pace. ♦

### WHERE CAN YOU . . .

. . . locate the right gifts for retiring employees? Long-service awards? Turn to the September 10, 1959, Business Gift Issue. Its index lists hundreds of fine products at all prices. The 220-page issue is your all-year shopping guide.

**BUSINESS GIFT ISSUE  
September 10, 1959**

**Sales Management  
630 Third Avenue  
New York 17, N. Y.**

SALES MANAGEMENT



# LISTEN, CHARLIE...

...advertising agencies do a lot of different jobs these days: art, copy, merchandising, research, media, cooking, TV production, publicity, package design ... the list could go off the page.

Some agencies figure their art and copy departments are their creative departments and the rest are "supplementary services." But other agencies figure that a creative agency is creative in all departments. Items:

There is the contact man who thought up the cold remedy that combines the elements of two clients' products...

There is the merchandising man who made a hard goods promotion successful by surrounding it with the atmosphere of a private sale...

There is the production man who helped overcome the technical difficulties in a new process: high-fidelity color for newspapers...

There is the media man who originated the consolidated purchase of television time for a group of accounts...

There is the publicity man who put a model tropic island on a barge and had it towed around New York...

There is the research man who found a new way to test for taste...

There are such things as creative packaging, inventive combination deals, and new ways to inspire the trade. There are many ideas which sell goods.

And, most important of all, there is the creative advertising idea which puts a benefit into people's minds in a new and arresting way. After all, it isn't just products which people buy...

## PEOPLE BUY IDEAS

**YOUNG & RUBICAM, Advertising**

New York • Chicago • Detroit • San Francisco • Los Angeles • Hollywood • Montreal • Toronto • London • Mexico City • Frankfurt • San Juan • Caracas • Geneva

NOVEMBER 10, 1959

69

# **Monterey Peninsula Herald Delivers the Most Coverage In Monterey County, California**

	Daily Circ.	% Cov- erage
Monterey Peninsula Herald	20,376	38.0
Salinas Californian	14,831	27.4
San Jose Mercury-News	4,566	8.5
San Francisco Examiner	4,362	8.1
San Francisco Chronicle	4,204	7.8
San Francisco Call-Bulletin	2,607	4.8
San Francisco News	618	1.1
Oakland Tribune	515	1.0

(Source: ABC Annual Audit Reports—September 1958)

# **Monterey Peninsula Herald's Market Is The County's Largest**

	Pop. (000)	Effective Buying Income (000)
Monterey-Carmel-Pacific Grove-Seaside	57.2	\$117,762
Salinas-Atila	42.4	87,876

(Source: Survey of Buying Power, May 1959)

# **Monterey Peninsula Herald Is An Outstanding Newspaper**

- 1st General Excellence Award—California News-  
paper Publishers, February 1959
- 1st General Excellence Award—California News-  
paper Advertising Managers, 1959
- 6th among all US weekday newspapers in retail  
COLOR advertising—Year 1958

# **Monterey Peninsula Herald**

Monterey, California  
Allen Griffin, editor and publisher  
represented by  
Doyle & Hawley

# **JPM & JMP**

We don't put ourselves in the same class with J. P. Morgan. Old J. P. had his finger in just about every facet of high finance. However, we at Jack Morton Productions do have the facilities, experience and know-how to handle every facet of your convention or sales meeting. With JMP you will be buying a program tailored to your individual audience, experienced directors who will remain on the scene throughout the program, and a nationwide network of service offices able to handle your conventions and sales meetings wherever and whenever you need them. As always, JMP represents you, the client firm, not the performers. We have facilities and a knowledge of local conditions wherever you plan to hold your program. Contact our office most convenient to you.

# **JACK MORTON Productions**

NEW YORK • CHICAGO • DETROIT • HOLLYWOOD  
MIAMI • DALLAS • WASHINGTON • DENVER

# **Keeping Track of Competition**

(Continued from page 21)  
uations based on competitive data  
are the following:

- share of market
- sales volume in relation to  
selling investment
- gross margin on sales
- inventory turnover
- product development
- others designed to meet indi-  
vidual company and industry  
needs

The whole process of gathering in-  
formation about your competitors  
isn't as cloak-and-daggerish as it  
might appear on the surface. It's  
merely good, common business sense  
—merely a matter of establishing the  
right procedures and attitudes. Here's  
how you can start today:

Take your pencil and check each  
of the 39 questions that you can an-  
swer affirmatively—and evaluate the  
accuracy of the answers. If you can't  
answer most of them, or if you are

doubtful of the accuracy of your in-  
formation, then:

- Determine gaps in your present  
informational system on competitors.
- Assign responsibility for gather-  
ing, in one place, the information you  
need.
- Make sure you're using all the  
eyes and ears your company has in  
contact with competitors' efforts.
- When the facts are in, check  
your operations to see what oppor-  
tunities you may be missing to in-  
crease your company's marketing  
effectiveness.

In the rapidly changing markets  
and competitive situations today, it  
is becoming increasingly important  
that sales and marketing executives  
base their decisions on firm, factual  
foundations. Many decisions are  
sounder and easier to arrive at when  
they are based on accurate and time-  
ly knowledge of competitors' strategy  
and tactics. ♦

# **"Long-Range Planning" Vs. "Forecasting"**

Since one of the major basic purposes of long-range  
planning is to make sales forecasting (and all other  
forecasting) more reliable, it is impossible to set the  
two apart and define the differences between them.

Too much "forecasting" today actually has little or no  
relation to long-range planning. In many businesses,  
so-called "forecasting" done largely on an off-the-cuff  
basis often is mistaken for "planning" when there actually  
has been little real planning involved. This, of course,  
means that whatever "long-range planning" is being  
carried on under such circumstances can have little or  
no point.

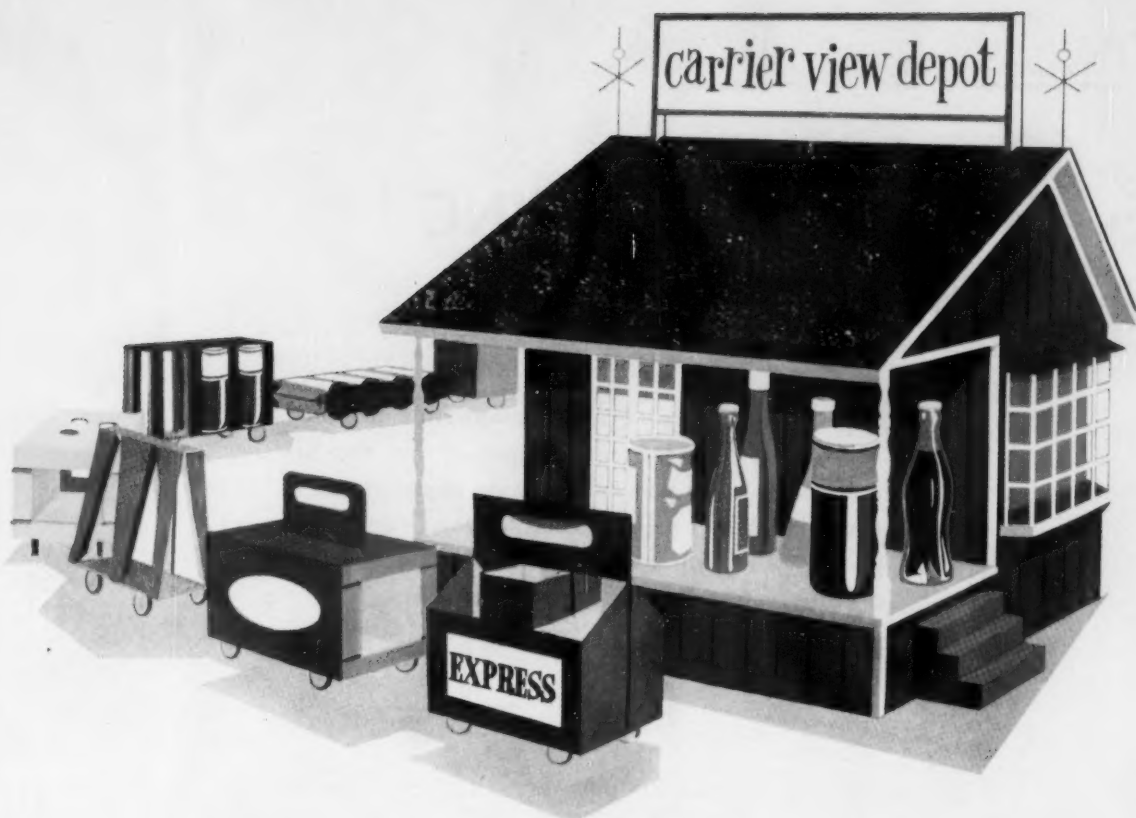
Unless long-range planning comes up with specific  
supportable statements answering the questions

**"Where are we going?**  
and

**"How are we going to get there?"**

—and unless the answers are logically based on well-  
stated corporate objectives and realistic assessment of  
capabilities—the end result is little short of useless.

—WALTER J. SEMLOW  
President, Barrington Associates, Inc.



is for Versatile, a quality rare  
In carriers, which, to excell, must not tear,  
But have strength without bulk and be easy to tote,  
Win the packager's praise and the customer's vote.



is for Gardner, and Gardner's for you  
If your troubles with carriers are leaving you blue—  
If so, list your problems and give us a call—  
We'll furnish the answers in no time at all!

*Persuasive Packaging*

**DIAMOND NATIONAL CORPORATION**

THE GARDNER DIVISION • MIDDLETOWN, OHIO

Plants in MIDDLETOWN and LOCKLAND, OHIO;  
GARDNER-BROOKS, Inc., SPRINGFIELD, MASS.



DRY CARTONS • CARRIERS • BOXBOARD  
PARAFFIN CARTONS • RETAIL CARTONS

NOVEMBER 10, 1959

71

## Marketing on the Move

# Everything is GROWING Down on the Farm

**From the bigger and better crops that demand more and better farm equipment, to the increased buying power and new sophistication that also wants more of the "urban" consumer products—today's farmers have the key ingredients for a most happy market.**

By D. GALE JOHNSON  
University of Chicago

Even the farmer's daughter has changed her ways.

Chances are she works in a city today, and is a far wiser girl—and far more valuable to salesmen as a prospect for all the consumer products once considered only saleable to city dwellers.

For farmers—and farmers' families—are buying more than ever before. While their numbers may be dwindling, their buying power as well as their widening range of interests are making them prime prospects in almost anybody's book—from the makers of the newest and best farm equipment to manufacturers of convertibles, cake-mixes and the latest in convenience items.

And the potential is growing.

Manufacturers and others selling to farm people must always remember that they are serving a dual market. Urban families generally buy only for their own personal use; the goods and services used in production are bought by their employers. But farm families represent a major market for producer goods as well as for consumer goods, with purchases of both types being made by the same families. Consequently, the reputation for high quality and performance of products of one type may be of considerable value to the manufacturer in selling other types of goods to farm families.

The usual income data which measure net incomes of families,

such as those published by the Department of Commerce, greatly underestimate the size of the market provided by farm families. The family income data provide an indication of the amount of money that can be spent on consumer goods. The series thus does not include the almost equal expenditures that farm families make for goods and services used in production. In 1958 farm families had a net money income of about \$17 billion. The money expenditures for

productive goods and services, excluding those bought from other farmers, totaled approximately \$14 billion. This represented a total expenditure of about \$31 billion or roughly \$7,000 per farm family. This high figure represents a market well worth cultivating.

What kind of a market is it? Two things can be said with some certainty: First, as a market for consumer goods, it is becoming more and more like the urban market. Second,

### Farm Boy to Economist

Dr. D. Gale Johnson is an agricultural economist with an itch to see how things are growing down on the farm—even Russia's farms! In 1955, as a member of the American Agricultural Delegation, he toured that vast country, swapping farm knowledge with the big boys of Red agriculture. He's been a professor, government advisor, consultant to the TVA. Since 1953 he's been a consultant to Rand Corp. A prolific writer, he's published two books on agricultural subjects, numerous articles on farm economics.



SALES MANAGEMENT



# Meet A Farm Journal Farmer



*Elsmar Kuskie of Merrick County, Nebraska, as featured in Farm Journal*

The name's Elsmar Kuskie . . . he raises irrigated corn. He's alert, management-minded, a great believer in "the more you know . . . the more you grow."

Elsmar Kuskie is a FARM JOURNAL farmer. Impatient with the time-consuming methods of the past. Interested in everything that's new, resultful and fast.

To reach the Elsmar Kuskie's *everywhere*, advertisers invest more dollars in FARM JOURNAL than in any other farm magazine. They know that nothing influences farm families like a farm magazine—and no farm

magazine means so much to so many as FARM JOURNAL, *the biggest in the country.*

#### **INTERESTED IN THE TOP FARMERS?**

##### **CORN PICKERS**

73% of all Farm Operators having one or more . . . subscribe to FARM JOURNAL.

##### **BALERS**

71% of all Farm Operators having one or more . . . subscribe to FARM JOURNAL.

##### **GRAIN COMBINES**

70% of all Farm Operators having one or more . . . subscribe to FARM JOURNAL.

##### **MILKING MACHINES**

74% of all Farm Operators having one or more . . . subscribe to FARM JOURNAL.

The magazine  
farm families *everywhere*  
depend on . . .



CHARLES PATTERSON, Publisher  
RICHARD J. BARCOCK, President



# GREATEST COVERAGE

*Where Income Counts Most...*

NO. 9 OF  
A SERIES

## TEXAS AND OKLAHOMA COUNTIES

217 COUNTIES WITH AVERAGE INCOME OVER \$4,500 PER FARM  
account for 78% of all Farm Income in Texas and Oklahoma

217

**TEXAS AND OKLAHOMA**  
comprise the second most im-  
portant farm-income area in  
the nation!

**THE FARMER-STOCKMAN**  
gives the best possible farm cov-  
erage in Texas and Oklahoma.

\*\*\*

The only farm publication  
edited separately for Texas  
... and edited separately for  
Oklahoma ...

NUMBER OF  
COUNTIES  
IN WHICH  
PUBLICA-  
TIONS HAVE  
OVER 75%  
COVERAGE  
OF FARMS...

## THE FARMER-STOCKMAN

180

## FARM & RANCH

136

## PROGRESSIVE FARMER

126

29

## FARM JOURNAL

Send for similar data on livestock, crops,  
farm equipment, poultry and irrigation

436,476

paid subscribers,

# The Farmer-Stockman

OKLAHOMA CITY • DALLAS

J. H. Hunter, Advertising Director

400 N. Michigan Avenue  
Chicago 11, Superior 7-6145

4321 N. Central Expressway  
Dallas 5, LAkside 1-3121

420 Lexington Avenue  
New York 17, MUrray Hill 4-3340

500 N. Broadway  
Oklahoma City 1, CEntrel 2-3311



as a market for producer goods, it is highly dynamic and changing—and will grow in aggregate volume more rapidly than the changes in total farm production. A large proportion of the producer goods now bought by farmers simply weren't on the market 15 years ago, while many others have been so modified and improved that the dissimilarities stand out more than the similarities.

For the nation as a whole the net family income of farm families is significantly lower than non-farm family income. In recent years the mean incomes of farm families have been about \$4,000, while non-farm family incomes have averaged about \$7,000. While part of the difference in income is due to the methods of valuing income (food produced and consumed by farm families is valued at farm selling prices rather than at what the same foods would cost at retail), much of the difference represents a difference in real income. Thus one would expect that the farm market for consumer goods would be more heavily concentrated on medium- and low-quality items than would urban markets.

However, studies of expenditures by farm families indicate that be-

tween 1941 and 1955, farm-family spending for consumption increased significantly in comparison to spending by urban families. In 1941 money expenditures of farm families were at only 30% of the urban level; by 1955 farm expenditures were 48% as great as urban. There is no reason to believe that this trend will not continue.

One reason why farm and non-farm markets for consumer goods are becoming so similar is that a large proportion of workers living on farms have their principal occupation in non-farm work. In 1958, 34% of the employed men and 61% of the employed women living on farms had non-farm jobs as their most important job. In 1941 the proportions were 17 and 52%.

Another reason for the similarity is that both farming and farm life are becoming more fully integrated into our basically urban economy. Good roads, the automobile, radio, television, the telephone, and the rising incomes of farm families are all factors leading to greater integration and eliminating major differences between urban and rural life.

While it is undoubtedly true that the farm market for consumer goods tends toward lower-price lines, it

should not be assumed that higher-price items cannot be sold in farm areas. In 1955, when the middle line of the low-price three cars equipped with automatic transmission, radio and heater had a list price of about \$2,500, the average cost of new automobiles purchased by farmers was somewhat greater than \$3,000. While this hardly puts all farmers in the Cadillac class, it does mean that farm families bought substantial numbers of the medium-price cars and even a few Cadillacs, Lincolns and Imperials.

Regional differences in the level of farm-family expenditures are worthy of note. In 1955 the money expenditures for family living ranged from a low of \$2,622 in the east-south-central states to a high of \$5,135 in the Pacific states. The national average was \$3,303. The average for all the southern states was \$2,840, while the average for the rest of the nation was \$3,726. These data clearly indicate that the farm market for consumer goods can not be treated as a single market, but must be systematically separated into several segments.

The rapidity with which farmers have adopted relatively high-price home appliances and semi-luxury

**SALES MANAGEMENT**

## MICHIGAN FARMER'S "Top-Third" Farm Market (one of the "top-third" farm income states in the U.S.)



**PRODUCES ½ LB.  
CHERRIES FOR EVERY  
PERSON IN THE U.S.**

When you sell through MICHIGAN FARMER, you tap a yearly *spendable* farmer income of \$859,600,000! This is steady income, every month in the year, from *diversified* production.

**MICHIGAN RANKS HIGH IN...**  
(production, ownership position among all states in U.S.)

- 1st—cherries
- 2nd—peaches
- 3rd—apples, grapes
- 4th—pears, plums, prunes, electric pumps
- 5th—milk machines, silos, maple syrup

**FARMERS RAISE PER YEAR...**

- alfalfa hay (2,350,000 tons)
- corn (1,800,000 acres)
- soybeans (145,000 acres)

**FARMERS BUY PER YEAR...**

- livestock and poultry feed (\$68,000,000)
- fertilizer (634,000 tons)
- tractor fuel (282,000,000 gallons)
- auto gas (67,000,000 gallons)
- truck gas (53,000,000 gallons)
- motor oil (10,500,000 gallons)

Write for national, state and COUNTY sales data.

Invest your advertising where you can't hit a low month. Michigan farm income varies less than five percent from highest month to the lowest.

- Low-cost, 4-color gravure — exclusive among state farm papers.
- Agencies report saving 75 percent on plate costs because MICHIGAN FARMER is printed by gravure.

**Michigan Farmer**  
EAST LANSING, MICHIGAN

**STRAIGHT-LINE ADVERTISING**

## THE OHIO FARMER'S "Top-Third" Farm Market (one of the "top-third" farm income states in the U.S.)



**raises enough wheat to  
make 17 loaves of bread for  
every person in the U.S.**

When you sell through THE OHIO FARMER, you tap a yearly *spendable* farmer income of \$1,193,900,000! This is a steady income, every month of the year, from *diversified* production.

**OHIO RANKS HIGH IN...**

(production, ownership position among all states in U.S.)

- 2nd—electric water pumps
- 3rd—maple syrup
- 5th—electrified farms, home freezers, tractors
- 6th—farm power units, milking machines, swine, hog feed consumption, grapes, soybeans, electric pig brooders

**FARMERS RAISE PER YEAR...**

- wheat (45,200,000 bushels)
- apples (6,000,000 bushels)
- potatoes (5,800,000 bushels)
- cherries (3,000,000 pounds)
- corn (3,500,000 acres)
- hogs (2,800,000)
- strawberries (2,800,000 quarts)
- alfalfa hay (2,000,000 tons)
- sheep (1,200,000)

**FARMERS BUY PER YEAR...**

- livestock and poultry feed (\$133,000,000)
- tractor fuel (328,000,000 gallons)
- auto gas (75,000,000 gallons)
- truck gas (52,000,000 gallons)
- motor oil (12,000,000 gallons)
- fertilizer (1,000,000 tons)

Write for national, state and COUNTY sales data.

Invest your advertising where you can't hit a low month. Ohio farm income varies less than five percent from highest month to the lowest.

- Low-cost, 4-color gravure — exclusive among state farm papers.
- Agencies report saving 75 percent on plate costs because THE OHIO FARMER is printed by gravure.

**The OHIO FARMER**  
CLEVELAND, OHIO

**STRAIGHT-LINE ADVERTISING**

## PENNSYLVANIA FARMER'S "Top-Third" Farm Market (one of the "top-third" farm income states in the U.S.)



**ONE OUT OF EVERY 22  
DAIRY COWS LIVES  
IN PENNSYLVANIA**

When you sell through PENNSYLVANIA FARMER, you tap a yearly *spendable* farmer income of \$847,300,000! This is steady income, every month of the year, from *diversified* production.

**PENNSYLVANIA RANKS HIGH IN...**

(production, ownership position among all states in U.S.)

- 2nd—poultry and poultry products, eggs sold
- 3rd—peaches, clover, timothy hay
- 4th—dairy products sold, maple syrup, silos
- 5th—grapes, livestock and poultry feed

**FARMERS RAISE PER YEAR...**

- corn (1,200,000 acres)
- alfalfa hay (1,100,000 tons)
- hogs (642,000)
- soybeans (41,000 acres)

**FARMERS BUY PER YEAR...**

- livestock and poultry feed (\$183,000,000)
- fertilizer (626,000 tons)
- tractor fuel (269,000,000 gallons)
- auto gas (71,000,000 gallons)
- truck gas (51,000,000 gallons)
- motor oil (10,500,000 gallons)

Write for national, state and COUNTY sales data.

Invest your advertising where you can't hit a low month. Pennsylvania farm income varies less than five percent from highest month to the lowest.

- Low-cost, 4-color gravure — exclusive among state farm papers.
- Agencies report saving 75 percent on plate costs because PENNSYLVANIA FARMER is printed by gravure.

**Pennsylvania Farmer**  
HARRISBURG, PENNSYLVANIA

**STRAIGHT-LINE ADVERTISING**



Thanks to unbalanced media buys . . .

# Your competition neglected



Surrounded by foodstuffs, rural America turns to the supermarket for its daily bread. One-fourth of their personal income goes to the grocery store every year . . . a figure almost identical to urban consumer expenditure.



# this \$4 Billion food market

## Farm families own a farm-full of food ... but they buy it by the package

Your competitor forgot. He neglected to balance his advertising media buys over the farm food market potential. That's the reason State and Local Farm Papers can offer you a relatively free hand in a four billion dollar annual food market.

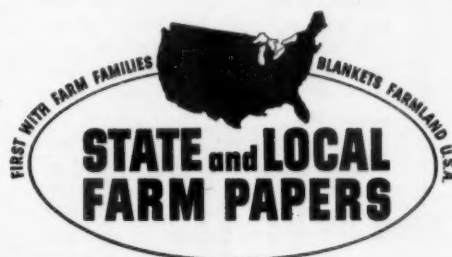
Your competitor is presently trying to persuade farmers to buy primarily through slop-over, urban advertising. This oversight is your opportunity to be heard—and listened to—with unusual attention.

Here's why State and Local Farm Papers are best to balance coverage. They're flexible,

and can be distribution-matched. Buy them individually, in units, or as a group. They're personal, because they're written with the color and the warmth possible only with limited-area circulation. Readership runs as high as 94% on editorial matter... nearly as high on ads. And they are the media farmers prefer over other rural publications.

Help yourself to this four billion dollar food market with State and Local Farm Papers. They're the flexible, personal, and preferred sales medium influencing your customers in Farmland U. S. A.

*Find out more about the rich Farm Market... Explore the great sales potential it offers. Write for Booklet — "Farmland USA, America's Biggest Class Market." State and Local Farm Papers, Rm. 1600, 28 E. Jackson Blvd., Chicago, Illinois.*



American Agriculturist  
Arizona Farmer-Ranchman  
Arkansas Farmer  
California Farmer  
Colorado Rancher & Farmer  
The Dakota Farmer  
The Farmer  
The Farmer Stockman

Florida Grower & Rancher  
Georgia Farmer  
Idaho Farmer  
Indiana Farmer  
Kansas Farmer

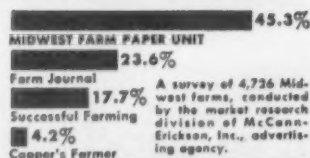
Kentucky Farmer  
Michigan Farmer  
Mississippi Farmer  
Missouri Ruralist

Montana Farmer-Stockman  
Nebraska Farmer  
New England Homestead  
Ohio Farmer  
Oregon Farmer

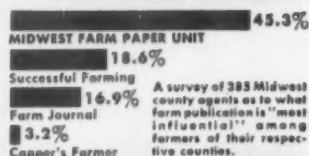
Pennsylvania Farmer  
Prairie Farmer  
Southern Planter  
Tennessee Farmer  
Utah Farmer  
Wallaces Farmer  
Washington Farmer  
Wisconsin Agriculturist

# FIRST

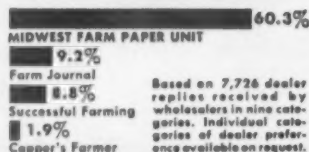
## with READERS!



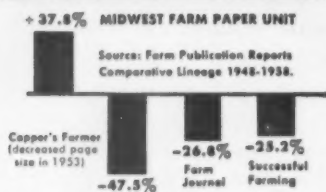
## with COUNTY AGENTS!



## with DEALERS!



## with ADVERTISERS!



Only one medium in the World's Richest Farm Market can offer you this four-way proof of local impact. So, buy the Unit—one order, one plate at a substantial saving in rates.

**The UNITED STATES OF AMERICA**

**MIDWEST Farm Paper UNIT**

WALLACES FARMER • THE FARMER  
PRAIRIE FARMER • NEBRASKA FARMER  
WISCONSIN AGRICULTURIST

ADDRESS: Midwest Farm Paper Unit, Sales offices at: 35 E. Wacker Drive, Chicago 1  
... 250 Park Avenue, New York 17, N. Y.  
... 110 Sutter Street, San Francisco 4  
... 159 South Vermont Ave., Los Angeles 4.

items is clearly indicative of the very considerable potentialities of the farm home market for a wide variety of items. In 1950, for example, only 16% of farm families in the north-central states had home freezers; only four years later the proportion had jumped to 40%. In 1950 only 3% of all farm families had television sets, compared to 16% of all urban families. In 1955 42% of farm and 74% of urban families had sets. During the next year the number of urban families with television sets had increased only modestly to 78%, but the number of farm families with sets increased by almost a quarter and 53% of the families had television in their homes. Later figures are not available, but they would undoubtedly indicate a narrowing of the gap.

In 1958, American farms produced almost 50% more farm products than in 1940. This record level of production was achieved with slightly less cropland and a third less labor was used than in 1940. Output per unit of labor increased by almost 120%, a record that can be matched by no other major sector of the American economy.

Though a number of factors were responsible for this remarkable increase in total output and output per unit of labor, one important element was the substantial increase in the purchases of farm goods and services. Farmers now use more than twice as much fertilizer, machinery, and other purchased materials per unit of production than they did twenty years ago.

Many of the items that farmers are now buying in large amounts were either unknown or very unimportant two decades ago. Such items would include liquid fertilizers, DDT, 2, 4-D, field forage harvesters, pick-up bailers, self-propelled combines, cotton pickers, beet harvesters, plastic and lightweight metal irrigation pipe, sprinklers, antibiotics, hormones and a wide variety of mineral trace elements.

This partial list of new products well illustrates how producers of almost all major industries find an important outlet for their products through sales to farmers. It also indicates that farmers are quick to adopt new products that permit them to produce more cheaply. We can no longer assume that farmers are bound by tradition and are unwilling to try anything new.

In recent years there has been a general tendency for the net income from farming to decline, though this trend was at least interrupted in 1958 by a combination of unusual circumstances. Net farm income was

\$16.3 billion in 1951. There was a gradual decline to \$11.6 billion in 1956. The 1957 level was slightly higher; a substantial increase occurred in 1958; but the 1959 level will be roughly midway between that of 1957 and 1958 and substantially below the 1951 level. There is little prospect for significant improvement in the next few years.

A casual interpretation of these figures might imply that the farm market is a shrinking one. But such is not the case. First, the level of purchases by farmers from non-farm sellers was substantially greater in 1956 than in 1951. The increased purchases represented efforts by farmers to reduce their costs per unit of output. Second, the decline in farm population combined with an increase in amount of non-farm income earned by the farm population has meant that per capita income has either remained stable or increased slightly over the past few years.

Finally, the asset position of American agriculture is more favorable than ever before. Throughout the postwar period there has been a steady improvement in total assets and this improvement has not been matched by an increase in debts. On the first of this year, the total value of agricultural assets was \$203 billion; total debts, including those for consumption purposes were only \$23 billion or about 11% of total assets. In 1940, debts or liabilities amounted to 19% of total assets. At the present time, the farmers are in a highly solvent position.

The farm market is a growing market. It is also a changing market. It is a market in which a wide range of quality and a broad variety of goods can be sold. It is a market that demands much the same goods sold in urban consumer markets. And as a market for producer goods it requires a degree of variety and sophistication that approximates that required by many industrial firms.

## salesmen to be trained?



Teach them the right way with uniform, strong and controlled training with motion pictures. . . . Warning: Pick an experienced producer.

**Atlas Film Corporation**

OAK PARK, ILL.  
CHICAGO PHONE: AUSTIN 7-8620  
WASHINGTON • CHICAGO • HOLLYWOOD

SALES MANAGEMENT



"NATURALLY  
I LIKE TO SEE ADS  
FOR MY CAKE MIXES  
IN ANY MAGAZINE,  
BUT MY

**1<sup>st</sup>**

**CHOICE IS  
WISCONSIN AGRICULTURIST"**

He manages a supermarket in rural Wisconsin. More of his customers read Wisconsin Agriculturist than any other publication. In fact, on farms, Wisconsin Agriculturist outcirculates the highest general consumer magazine by 3 to 1.

Wisconsin Agriculturist is the one way to cover rural Wisconsin—the state's second largest mass market—with one publication.

No wonder Wisconsin Agriculturist is the 1ST choice of all types of businessmen—in rural Wisconsin.

Whatever your product, remember:  
In rural Wisconsin,  
Wisconsin Agriculturist is your 1ST choice, too.



**WISCONSIN**

**Agriculturist**

SERVING WISCONSIN FARM FAMILIES 110 YEARS  
1125 Sixth Street, Racine, Wisconsin

Member of  
**MIDWEST FARM PAPER UNIT**  
35 E. Wacker Drive, Chicago 3  
250 Park Avenue, New York 17

**West Coast Representative**  
Townsend, Millsap & Co.  
110 Sutter St., San Francisco 4  
159 S. Vermont, Los Angeles 4



*A Marketing Team at Texas Instruments Talks to Chilton*

**"In our opinion the trade press, both editorially  
and as an advertising medium,**

**helps fill a**

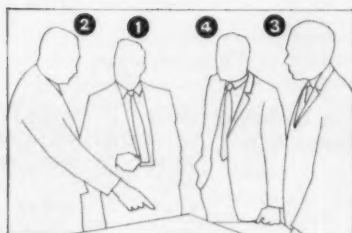


Typical of industrial pioneering into the unlimited and uncharted tomorrow is the operation of the Semiconductor-Components division of Texas Instruments Incorporated. In 1952, TI became one of the first licensees of Western Electric for the production of semiconductor devices. The next year it began commercial production of germanium transistors. Shortly thereafter came the first commercial silicon transistor and the first practical high frequency germanium transistor, making possible the all-transistor radio. Today this division is the world's largest manufacturer of transistors serving all industrial, consumer and military markets. It produces more than 250 separate types of semiconductor devices. These products are sold through sales engineers who staff offices in every major electronic center throughout the country and are backed by a fine distributor network. Highly important to the success of this sales organization is the division's marketing team. We recently talked with several members of this group—James F. Carland, Manager of Marketing; Richard J. Hanschen, Field Sales Manager; Dan Dailey, Marketing Research Manager; and Charles M. Clough, Advertising Manager. We asked these gentlemen to comment on the value and use of the trade press, each from his particular point of view.

Here are the highlights of their remarks...



# vital need"



**1** Mr. Carland says, "In our opinion the trade press, both editorially and as an advertising medium, helps fill a vital need within the entire industry in the exchange of information. It bridges the gap between those who make and those who use electronic devices. At times it helps us discover the need for a particular device customers need . . . and many times it helps customers discover devices they didn't know they could use to advantage. Yes, the trade press plays a

major role in our coordinated sales efforts and helps sell the reliability of TI products to customers and distributors alike."

**2** Mr. Hanschen says, "Trade magazines play a particularly important role in the success of our sales efforts. Many times editorial or advertising material turns up entirely new prospects or customers among those either unknown or inaccessible to our sales engineers. Our particular market is growing at a tremendous pace . . . and the need for good, accurate technical communications is of paramount importance to everyone connected with the industry, in fact indispensable."

**3** Mr. Dailey says, "From the marketing research point of view, we find trade magazines extremely valuable. We subscribe to about 30 different magazines, each one of which we care-

fully scan to keep fully informed concerning new products, new applications, new developments, and competitive activities. We also find that much of the material available to us from various trade publications offers good starting points for our own research projects."

**4** Mr. Clough says, "Trade publications are uniquely important to a manufacturer of semiconductor devices. Ours is a brand-new industry which sees major changes and developments taking place almost overnight. This, of course, imposes a major task on everyone within the industry who is determined to progress and succeed—the job of keeping abreast. And it is only natural that they should rely heavily upon the editorial and advertising pages of trustworthy publications as a primary source of information. And because readers depend so much on them, they afford us an excellent opportunity to tell the TI sales story."

Trade and industrial publications serve an area unduplicated by any other selling force. They make it possible for you to talk with customers and prospects on common ground—at a time when they are seeking information and are most receptive to your message.

Chilton is one of the most diversified publishers of trade and industrial magazines in the country—a company with the experience, resources and research facilities to make each of 17 publications outstanding. Each covers its field with the dual aim of editorial excellence and quality-controlled circulation. The result is confidence on the part of readers and advertisers alike. And confidence is a measure of selling power.

# Chilton

**COMPANY**

Chestnut and 56th Streets  
Philadelphia 39, Pennsylvania

**Publisher of:** Department Store Economist • The Iron Age • Hardware Age • The Spectator • Automotive Industries • Boot and Shoe Recorder • Gas Commercial Car Journal • Butane-Propane News • Electronic Industries • Aircraft and Missiles • Optical Journal & Review of Optometry • Motor Age Hardware World • Jewelers' Circular-Keystone • Distribution Age • Product Design & Development • Business, Technical and Educational Books

NOVEMBER 10, 1959

81

# PETERS, GRIFFIN, WOODWARD, INC.

*Pioneer Station Representatives Since 1932*



## P.G.W. Represented Radio And Television Stations

### EAST

Baltimore	WCBM	—
Detroit	WWJ	WWJ-TV
Lansing	WJIM	WJIM-TV
New York	—	WPIX
Providence	WHIM	—
Washington	—	WTTG

### SOUTHEAST

Asheville, Greenville, Spartanburg	WLOS	WLOS-TV
Charleston, Huntington, W. Va.	WCHS-WPLH	WCHS-TV
Charleston, S. C.	WCSC	WCSC-TV
Charlotte, N. C.	WIST	—
Columbia, S. C.	WIS	WIS-TV
Jacksonville	—	WFGA-TV
Miami	—	WTVJ
Nashville	WSIX	WSIX-TV
Raleigh-Durham	WPTF	—
Richmond	WRVA	—
Roanoke	WDBJ	WDBJ-TV

### MIDWEST

Davenport	WOC	WOC-TV
Decatur	WDZ	—
Des Moines	WHO	WHO-TV
Duluth-Superior	WDSM	WDSM-TV
Fargo	WDAY	WDAY-TV
Indianapolis	WIRE	—
Kansas City	KMBC-KFRM	KMBC-TV
Madison, Wisc.	WISC	WISC-TV
Minneapolis-St. Paul	—	WCCO-TV
Peoria	WMBD	WMBD-TV
St. Louis	—	KPLR-TV

### SOUTHWEST

Beaumont	KFDM	KFDM-TV
Corpus Christi	KRYS	KRIS-TV
Fort Worth-Dallas	WBAP	WBAP-TV
Houston	KTRH	—
San Antonio	KENS	KENS-TV

### WEST

Boise	KBOI	KBOI-TV
Denver	KHOW	KBTY
Honolulu	KGMB-KHBC	KGMB-TV
Los Angeles	KPOP	KTLA
San Diego	XEAK	—
San Francisco	—	KRON-TV
Seattle	KIRO	KIRO-TV

## P.G.W. OFFICES

### NEW YORK

250 Park Avenue  
YUkon 6-7900

### DETROIT

Penobscot Building  
WUdward 1-4255

### ATLANTA

1372 Peachtree Street, N.E.  
TRinity 5-7763

### FT. WORTH

406 W. Seventh Street  
EDison 6-3349

### CHICAGO

Prudential Plaza  
FRanklin 2-6373

### HOLLYWOOD

1750 North Vine Street  
HOLlywood 9-1688

### DALLAS

Fidelity Union Life Building  
Riverside 7-2398

### SAN FRANCISCO

Russ Building  
YUkon 2-9188

## Metropolitan Area Projections to 1965

Several hundred Sales Management readers responded to a May 25 letter from the editor in which he suggested four different projects for the "Marketing on the Move" issue which would involve both standard and potential Metropolitan County Areas.

By an overwhelming margin they voted for a projection to 1965 of population, sales and income.

Many of them gave reasons. P. H. Westworth, S.M., Prince Gardner, St. Louis said, "This information would be of great use to us as far as B.P.I. figures are concerned and in the realignment of territories" . . . F. M. Gehring, Libbey Glass Division of Owens Illinois, "We are at the moment primarily interested in growth for the next five years" . . . Wm. J. O'Rourke, United Men's Division of Brown Shoe Co., "The projection would be helpful and, of course, we would emphasize our selling efforts in these growth areas."

Among other uses suggested for these projections and rankings were:

Closer relating of advertising expenditures to sales potentials.

Planning for the expansion of the sales force.

Determining potentials for the companies' distributors.

Where to test new products.

Location of new factories.

Location of new sales branch offices.

To an airlines executive, growth is an all-important factor. Naturally then, Charles R. Hussey, Director Passenger Sales, Northwest Airlines, says "Without doubt these projections

would be the most useful to persons in our company". . . And the same factor appeals to an executive interested in prospective building of new homes or the modernization of old ones, such as U. V. Muscio, Executive V.P., the Fedders Corp.; and R. D. Stacey, National S. M., Refrigerated Foods Div., General Mills, Inc. . . . To the maker of mass grocery store items, population growth is most important—to such men as W. R. Qualle, Asst. Sec'y, Gold Seal Co. and A. G. Fryer, Manager Marketing Research, Nestle' Co. . . . To the maker of higher-priced items such as J. F. Banks, G.S.M. of Wallace Silver-Smiths and his competitor, Wm. T. Hurley, Jr., V. P. Sales, Reed & Barton, the combination of population and income growth is all-important. Likewise, for Robert L. Stevens, Exec. Ass't to the V. P. of Sales, Studebaker Packard Corp.

The projection of metropolitan areas was also the top choice of such leading advertising agencies as Young & Rubicam; D'Arcy; Sullivan, Stauffer, Colewell & Bayles; J. M. Mathes; Compton. Many others.

The data offered in this section will prove useful for many different needs. First and foremost, they offer for the first time in print a complete evaluation of the standard metropolitan statistical areas, since many of these were re-defined by the Executive Office of the President. During the past year the government made a thorough study of all the metropolitan areas, and through a series of press releases, it has redefined many areas to accord recognition to some of the most dramatic, demographic and economic changes which the decade of the fifties has wrought. Using the three most important criteria of consumer market size, we present here the first set of rankings by population, income

and retail sales based on the new definitions.\*

But our major contribution in the tables below lies in the projections to the year 1965 for all the counties which are components of metro areas. The projections were made along the same lines as the 1960 projections published in the November 10, 1957 issue of Sales Management ("Marketing on the Move"). Based on the extrapolation of the trends of the past 5 years, these projections are not "forecasts," but represent a purely mechanical estimate. As such they sometimes will do an injustice to an area whose past 5-year history has been marred by a cyclical recession which might not recur.

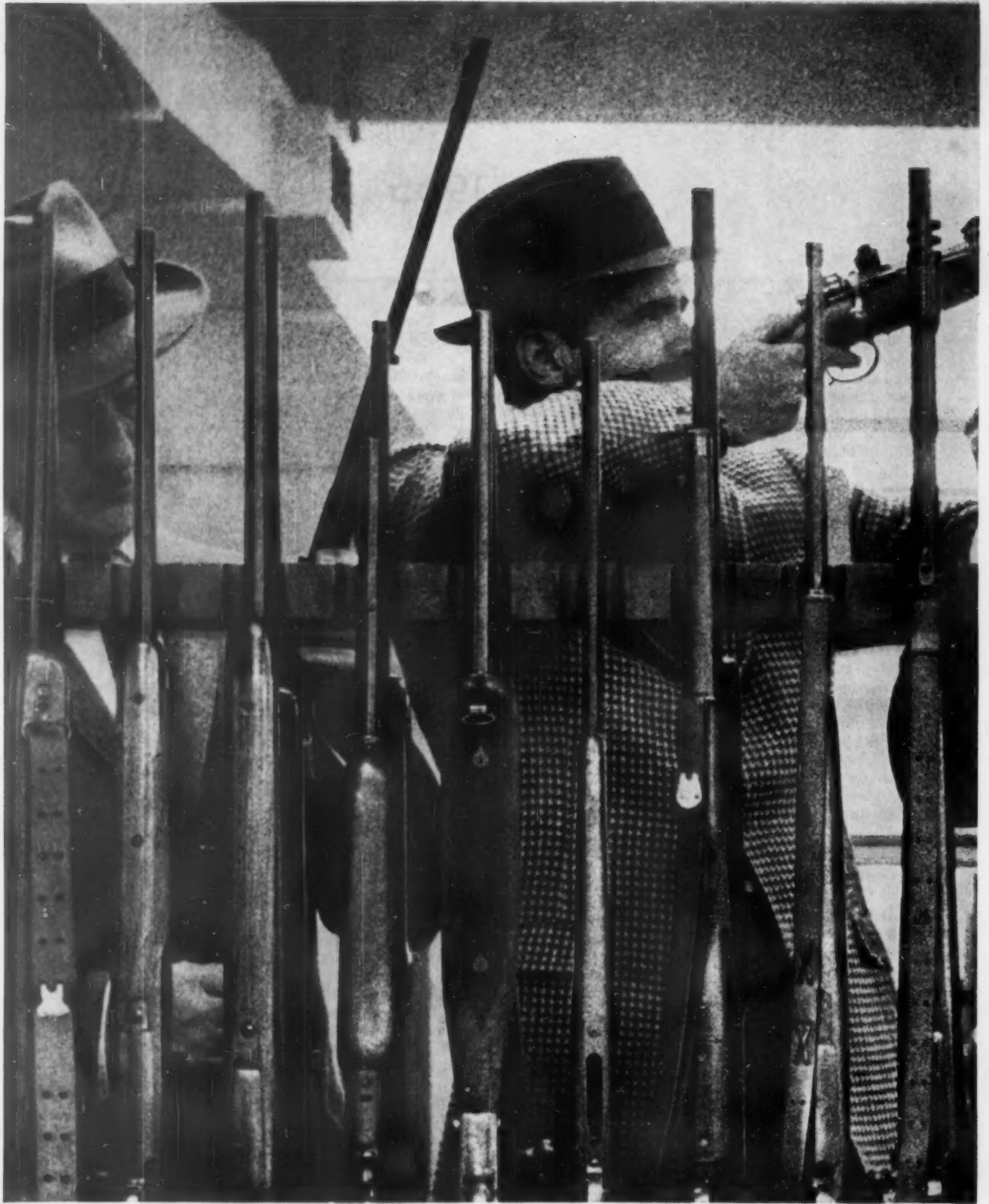
The basic assumption underlying the projections is that population in the nation will continue to advance at the rate of 1.7% per year, and that income and sales will grow at the rate of 3.5% annual gain in real income and sales. Some observers feel that in order to maintain our world position in future years we cannot afford to fall below a 5% annual gain. On the other hand our historic average annual gain over the past four decades is closer to 3%, which approximates the average gain of the past five years. It is of course impossible to forecast the future; what we offer here are reasonable projections.

The projections of population have a higher order of accuracy than do the projections of income and sales, since the latter are far more subject to cyclical ups and downs; population projections are generally quite stable.

On the basis of the 1965 projections, we have carried the analysis forward by reranking the metropolitan areas (both standard and potential), thus giving our readers a picture of how relative standings will change over the next six years.

\* No rankings are offered for the greater metropolitan area definition of New York and Chicago. Although the government has broken these two areas into component areas which we do rank (see below) it has also agreed to tabulate results for the larger area definitions to serve the marketing needs of those wishing to work with these broad metropolitan area definitions.

Sure as shooting...





# there's a boom at the upper level



PHOTOGRAPHED AT ABERCROMBIE & FITCH, NEW YORK CITY

NOVEMBER 10, 1959

## Make the most of it in TIME

Guns, skis, scuba gear and so on and on . . . never before has there been such a demand for so much or such elaborate sports and leisure equipment.

But then, never before has there been such a vigorous boom at the upper level. It involves 8 to 10 million well-educated, successful people.

**In the last ten years the total number of U. S. families has increased 22% . . . but the number of professional and technical people has grown 94% . . . the number of industrial executives has climbed 133%.**

They are the people who set styles in leisure and at work . . . who establish the trends . . . who have earned the right to make most of our national and local decisions.

Not all of them read TIME every week, of course, but those who don't are surrounded by those who do—friends, business associates, colleagues and families.

This 8 to 10 million market is important to everyone who advertises and sells something. There is only one reliable way to reach all of it—in the pages of its favorite magazine—TIME, The Weekly Newsmagazine.





# CLIMBING TO NEW HEIGHTS IN AREA GROWTH MONTGOMERY

ALABAMA'S CAPITAL CITY  
POPULATION 164,000 RETAIL SALES \$199,711,000 E.B.I. \$246,624,000  
CIRCULATION 86,956 DAILY 81,579 SUNDAY

You Can Raise Your Alabama Sales Quotas by Including The Sales Making

The Montgomery Advertiser - ALABAMA JOURNAL

MORNING-EVENING-SUNDAY

KELLY-SMITH CO. National Rep.

## Metropolitan Area Projections to 1965-(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE AREA COUNTY	HOW MANY PEOPLE POPULATION SM Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME SM Estimates					WHAT THEY SPEND TOTAL RETAIL SALES SM Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1959 (\$000)	Net E. B. I. 1965 (\$000)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965	Retail Sales 1959 (\$000)	Retail Sales 1965 (\$000)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965
<b>ALABAMA</b>															
<i>Standard Areas</i>															
Birmingham	635.6	705.5	111.0	41	44	1,016,273	1,267,225	126.7	49	53	650,769	787,912	121.1	47	52
Jefferson	635.6	705.5	111.0			1,016,273	1,267,225	126.7			650,769	787,912	121.1		
Gadsden	105.0	115.0	109.5	210	211	141,163	162,461	129.3	235	237	90,403	113,316	125.3	255	257
Mobile	105.0	115.0	109.5			141,163	162,461	129.3			90,403	113,316	125.3		
Mobile	200.0	329.1	117.5	66	90	398,423	548,008	138.2	100	104	312,661	418,633	133.9	93	93
Montgomery	290.0	329.1	117.5			398,423	548,008	138.2			312,661	418,633	133.9		
Montgomery	164.0	169.0	115.2	145	141	246,624	335,582	136.1	160	159	199,711	263,607	132.0	141	143
Montgomery	164.0	169.0	115.2			246,624	335,582	136.1			199,711	263,607	132.0		
<i>Potential Areas</i>															
Anniston	95.0	106.9	114.6	225	221	120,454	146,739	123.5	259	267	81,164	93,258	114.9	277	284
Calhoun	95.0	106.9	114.6			120,454	146,739	123.5			81,164	93,258	114.9		
<i>Florence-Sheffield-Tuacum- bin-Muscle Shoals</i>															
Colbert	106.2	120.1	111.0	202	203	135,880	178,559	131.4	242	240	94,154	120,267	127.8	251	250
Lauderdale	47.7	55.3	115.9			59,688	81,568	136.7			42,221	55,930	132.5		
Huntsville	80.5	84.5	107.1			76,212	96,991	127.3			51,933	64,357	123.9		
Madison	90.1	106.6	118.3	234	227	102,163	159,393	156.0	279	262	104,091	164,577	158.1	232	200
Tuscaloosa	90.1	106.6	118.3			102,163	159,393	156.0			104,091	164,577	158.1		
Tuscaloosa	104.0	113.9	109.5	213	215	124,570	162,727	130.6	256	250	78,091	99,366	127.2	281	272
Tuscaloosa	104.0	113.9	109.5			124,570	162,727	130.6			78,091	99,366	127.2		
<b>ARIZONA</b>															
<i>Standard Areas</i>															
Phoenix	560.1	789.0	140.9	50	36	935,676	1,391,368	146.7	56	48	707,806	1,023,656	144.6	43	37
Mariaca	560.1	789.0	140.9			935,676	1,391,368	146.7			707,806	1,023,656	144.6		
Tucson	250.0	345.0	138.0	103	86	430,860	631,701	146.6	98	94	276,802	386,751	139.7	105	98
Pima	250.0	345.0	138.0			430,860	631,701	146.6			276,802	386,751	139.7		
<b>ARKANSAS</b>															
<i>Standard Areas</i>															
Fort Smith	69.8	70.6	101.1	276	266	162,111	115,944	113.5	280	290	100,243	111,433	111.2	237	260
Sebastian	69.8	70.6	101.1			162,111	115,944	113.5			100,243	111,433	111.2		
Little Rock						379,331	481,414	126.9	115	119	280,591	338,679	120.8	103	111
North Little Rock	260.0	290.0	115.0	99	97										
Pulaski	260.0	290.0	115.0			379,331	481,414	126.9			280,591	338,679	120.8		
<i>Potential Areas</i>															
Texarkana	100.7	106.7	107.9	220	222	118,485	150,520	127.0	265	264	99,631	128,142	128.6	239	237
Miller	32.7	34.6	105.8			36,191	49,056	135.5			46,491	64,921	139.6		
Bowie (Tex.)	68.0	74.1	109.0			82,294	101,464	123.3			83,140	63,221	119.0		

1 Latest information indicates that population for Pima County for January 1, 1959 should be adjusted to 250.0 thousand.

© SM, 1959.

These rankings are the first evaluation of metropolitan areas since the new definitions

Think **BIG** when you think of  
**PHOENIX**

When it's media roundup time for you, ride herd on this billion dollar market with the **one** medium that does the **big** job! In seven years Metropolitan Phoenix food sales more than **doubled** to \$179,454,000; buying income is **up 94%** to \$935,676,000; population has **gained 70%** to 630,000. Penetrate this **BUYING POWER** with a daily metropolitan coverage of **91.6%**, plus a **63%** bonus state-wide coverage! Corral your share of this great and growing market. Now!



# SAN DIEGO CALIFORNIA



**ANNUAL RETAIL SALES: \$1,170,045,000.00!**

With 1958 retail sales totaling well over \$1 billion, San Diego stands 24th among all the nation's 292 Metropolitan County Areas... outranking such markets as these:

PORTLAND, OREGON... \$1,026,175,000 COLUMBUS, OHIO... \$893,467,000  
INDIANAPOLIS, INDIANA... \$947,671,000 NEW ORLEANS, LOUISIANA \$888,440,000

San Diego is the third largest market in the western states, and the fastest growing major metropolitan area in the entire country. To sell it, advertise in *The San Diego Union and Evening Tribune*. Combined daily circulation exceeds 200,000 (215,192 ABC 3/31/59). Facts Consolidated surveys show 84.4% readership, unduplicated.

**The San Diego Union**

**EVENING TRIBUNE**

SALES ESTIMATES COPYRIGHT 1958 SALES MANAGEMENT SURVEY OF BUYING POWER.

"The Ring of Truth"

**COPLEY NEWSPAPERS**

15 Hometown Newspapers covering San Diego, California—Greater Los Angeles—Springfield, Illinois—and Northern Illinois. Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

## Metropolitan Area Projections to 1965—(Cont'd)

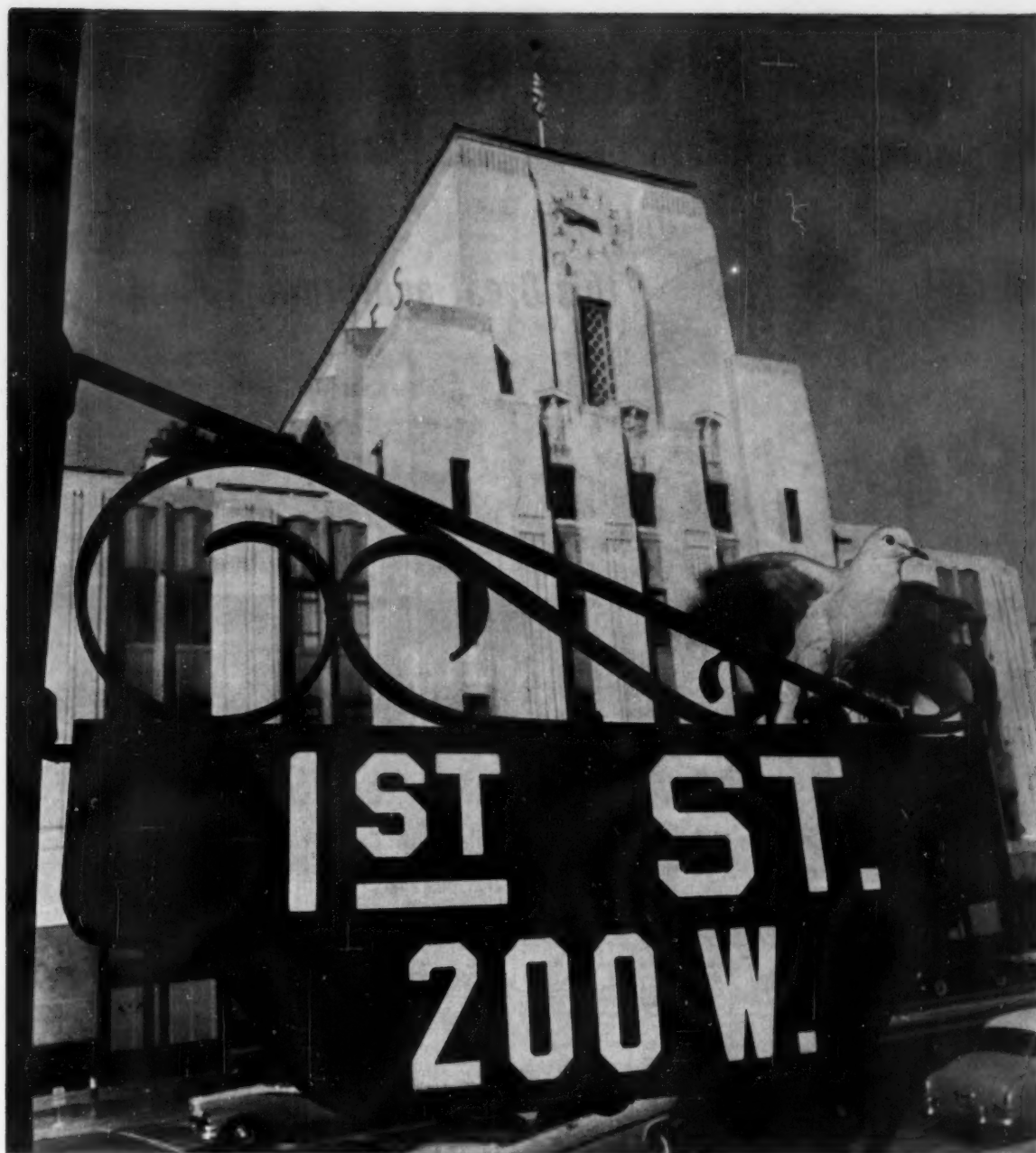
**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE AREA COUNTY	HOW MANY PEOPLE POPULATION <b>SM</b> Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME <b>SM</b> Estimates					WHAT THEY SPEND TOTAL RETAIL SALES <b>SM</b> Estimates				
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<b>CALIFORNIA</b>															
Standard Areas															
Bakersfield.....	294.3	335.2	117.9	86	89	528,932	743,261	140.5	84	79	362,247	511,319	141.2	80	75
Kern.....	294.3	335.2	117.9			528,932	743,261	140.5			362,247	511,319	141.2		
Fresno.....	341.6	403.1	117.9	73	72	597,006	857,055	143.6	72	67	466,892	679,170	145.5	66	62
Freem.....	341.6	403.1	117.9			597,006	857,055	143.6			466,892	679,170	145.5		
Los Angeles-Long Beach.....	6,476.7	8,246.5	127.3	2	2	14,096,295	20,435,096	145.0	2	2	8,984,697	12,750,833	141.0	2	2
Los Angeles.....	5,857.6	7,380.1	126.0			12,912,634	18,358,769	142.2			8,348,378	11,598,411	139.0		
Orange.....	619.1	666.4	108.9			1,183,641	2,078,297	176.8			638,309	1,182,422	180.5		

© SM, 1959.

SALES MANAGEMENT





**We didn't choose our street with this in mind but...**

...could be there's a reason why The Times lives on First Street in Los Angeles.

The Times is *first* in Los Angeles — first in public service, in circulation, in advertising.

First by more dramatic margins than ever before.

Since ABC called at First Street a year ago, The Times has jumped its weekday circulation by another 13,423 bringing it up to a thumping 138,761 lead over

the second-ranked metropolitan daily.

Same story on Sunday. The Times gained 15,573 while the second Sunday paper lost 18,038 — leaving it 196,601 copies behind The Times new **ALL-TIME RECORD OF 893,792.**

Maybe destiny had a hand in choosing our address so many years ago. At any rate, we have no intention of moving from our present location.

First in the nation's No. 2 market

**Los Angeles Times**

Represented by Cresmer and Woodward, Inc., New York, Chicago, Detroit, Atlanta and San Francisco

# METROPOLITAN OAKLAND (Alameda and Contra Costa Counties)

## Northern California's Largest Population Center !

*Only The **TRIBUNE** Really Covers  
this Great and Growing Market.*



### HOUSEHOLD COVERAGE

CITY ZONE { 63.0% . . . . Daily  
68.0% . . . . Sunday

Suburban Zone: 45.3% Daily, 55.3% Sunday

Largest home delivered circulation in Northern California

# Oakland Tribune

National Representatives  
**CRESMER & WOODWARD, INC.**  
Sunday Comics: Metropolitan Sunday Newspapers, Inc.

## Metropolitan Area Projections to 1965—(Cont'd)

**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

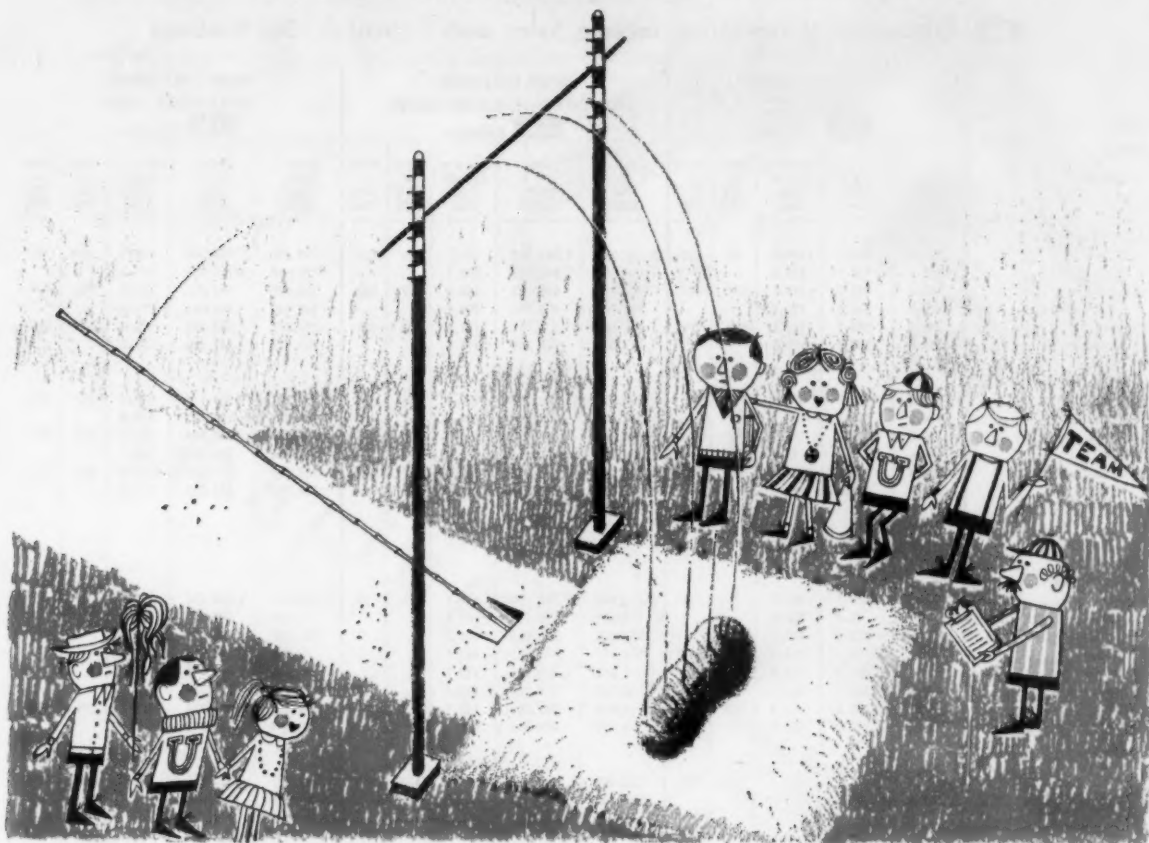
STATE AREA COUNTY	HOW MANY PEOPLE POPULATION <b>SM</b> Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME <b>SM</b> Estimates					WHAT THEY SPEND TOTAL RETAIL SALES <b>SM</b> Estimates				
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<b>CALIFORNIA (Cont'd)</b>															
Sacramento	452.4	606.7	134.1	59	52	962,426	1,515,602	157.5	53	42	632,808	993,620	157.0	50	39
Sacramento	452.4	606.7	134.1			962,426	1,515,602	157.5			632,808	993,620	157.0		
San Bernardino-Riverside- Ontario	752.0	1,044.6	138.9	29	26	1,301,975	2,160,272	166.6	37	28	889,625	1,421,091	159.7	33	28
Riverside	275.4	386.7	140.4			483,502	827,277	170.5			351,688	567,006	161.4		
San Bernardino	476.6	657.9	138.0			838,473	1,341,995	160.1			537,937	853,486	158.7		
San Diego	942.1	1,316.2	139.6	23	18	1,861,389	3,048,076	163.8	23	19	1,170,045	1,907,592	163.0	26	21
San Diego	942.1	1,316.2	139.6			1,861,389	3,048,076	163.8			1,170,045	1,907,592	163.0		
San Francisco-Oakland	2,742.7	3,205.2	116.9	7	7	6,430,286	8,709,387	135.4	6	6	3,536,088	4,742,199	134.1	7	7
Alameda	901.4	1,918.5	113.0			2,019,471	2,725,466	135.0			1,159,677	1,573,459	135.7		
Contra Costa	362.6	469.3	129.0			787,237	1,132,747	150.2			417,306	643,828	154.3		
Marin	133.4	176.4	132.2			305,262	484,210	158.6			152,332	243,350	159.8		
San Francisco	801.5	633.2	104.0			2,106,153	2,364,752	112.3			1,157,612	1,241,326	107.2		
San Mateo	460.8	569.0	142.0			987,711	1,858,472	188.6			523,063	884,292	169.1		
Solano	123.0	146.6	121.0			244,432	316,746	129.6			129,678	155,935	123.1		

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### 703 CITIES RANKED

. . . in 9 Population, Income and Sales Categories—among U.S. cities, and among cities in their respective national population groups and in their respective states. Turn to page 160.

# SOMETHING MISSING



## ... LIKE CALIFORNIA *WITHOUT* THE BILLION-DOLLAR VALLEY OF THE BEES

- ✓ Actually, total effective buying income of more than \$3 billion
- ✓ As much buying income as all of these free-spending markets added together: Newark, Yonkers, Bridgeport, East Orange, Stamford, New Rochelle, Mount Vernon, Greenwich and Bloomfield
- ✓ Not covered by San Francisco and Los Angeles newspapers

All of the big spenders aren't in Suburbia. Out in California's incredibly productive Inland Valley, there's a whole marketful of people with billions to spend. Tell them your story in the newspapers that go home day after day — the Bees.

Data Source: Sales Management's 1959 Copyrighted Survey

### McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES... O'MARA & ORMSBEE

- THE SACRAMENTO BEE
- THE MODESTO BEE
- THE FRESNO BEE



McClatchy gives national advertisers three types of discounts... bulk, frequency and a combined bulk-frequency. Check O'Mara & Ormsbee for details.

NOVEMBER 10, 1959

# Metropolitan Area Projections to 1965—(Cont'd)

**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE AREA COUNTY	HOW MANY PEOPLE POPULATION <b>SM</b> Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME <b>SM</b> Estimates					WHAT THEY SPEND TOTAL RETAIL SALES <b>SM</b> Estimates				
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<b>CALIFORNIA (Cont'd)</b>															
San Jose.....	566.2	838.1	145.9	48	33	1,113,058	1,893,892	170.1	41	33	729,673	1,218,328	169.1	41	32
Santa Clara.....	566.2	826.1	145.9			1,113,058	1,893,892	170.1			729,673	1,218,328	169.1		
Santa Barbara.....	145.9	163.8	112.3	159	163	299,374	446,244	149.1	137	130	190,445	299,033	157.0	148	124
Santa Barbara.....	145.9	163.8	112.3			299,374	446,244	149.1			190,445	299,033	157.0		
Stockton.....	238.5	268.3	112.5	109	110	451,847	541,248	119.8	94	106	261,373	341,745	121.5	102	110
San Joaquin.....	238.5	268.3	112.5			451,847	541,248	119.8			261,373	341,745	121.5		
<i>Potential Areas</i>															
Modesto.....	150.2	169.9	113.1	155	156	251,503	324,459	129.0	156	164	202,615	257,173	126.9	137	146
Stanislaus.....	150.2	169.9	113.1			251,503	324,459	129.0			202,615	257,173	126.9		
Santa Rosa.....	143.6	160.3	125.6	182	149	264,208	360,555	136.5	150	140	195,088	255,889	130.9	144	148
Sanoma.....	143.6	160.3	125.6			264,208	360,555	136.5			195,088	255,889	130.9		
Ventura-Oxnard.....	174.5	226.4	129.7	137	128	323,303	461,878	142.9	127	125	182,065	251,012	137.9	155	150
Ventura.....	174.5	226.4	129.7			323,303	461,878	142.9			182,065	251,012	137.9		
<b>COLORADO</b>															
<i>Standard Areas</i>															
Denver.....	847.9	1,039.1	122.5	27	27	1,658,945	2,391,205	144.1	25	24	1,255,077	1,748,455	139.3	25	25
Adams.....	71.7	83.8	130.8			119,481	206,190	172.6			72,421	127,282	175.7		
Arapahoe.....	92.4	120.6	130.7			156,260	226,898	144.7			106,562	148,086	136.2		
Boulder.....	56.9	65.4	111.6			103,858	148,895	143.4			79,221	114,811	144.7		
Denver.....	827.6	622.7	118.0			1,112,842	1,832,604	137.7			879,558	1,171,216	133.2		
Jefferson.....	97.4	136.4	140.0			160,708	277,421	166.4			117,315	180,276	162.2		
Pueblo.....	115.5	136.6	118.3	189	185	179,586	257,001	143.1	200	189	129,179	181,714	140.7	194	188
Pueblo.....	115.5	136.6	118.3			179,586	257,001	143.1			129,179	181,714	140.7		
<i>Potential Areas</i>															
Colorado Springs.....	126.6	172.3	136.1	179	154	229,160	348,039	152.6	170	153	189,511	274,172	144.7	149	138
El Paso.....	126.6	172.3	136.1			229,160	348,039	152.6			189,511	274,172	144.7		
<b>CONNECTICUT</b>															
<i>Standard Areas</i>															
Bridgeport-Stamford- Norwalk.....	612.2	685.7	112.0	44	46	1,603,982	2,295,970	143.1	27	26	961,036	1,365,636	144.2	29	29
Fairfield.....	612.2	685.7	112.0			1,603,982	2,295,970	143.1			961,036	1,365,636	144.2		
Hartford-New Britain.....	649.0	722.5	111.3	38	41	1,524,819	2,026,516	132.9	28	30	920,410	1,196,683	130.0	31	34
Hartford.....	649.0	722.5	111.3			1,524,819	2,026,516	132.9			920,410	1,196,683	130.0		
New Haven-Waterbury- Meriden.....	629.8	679.1	107.8	42	47	1,405,335	1,734,253	123.4	31	36	774,825	917,242	118.4	38	44
New Haven.....	629.8	679.1	107.8			1,405,335	1,734,253	123.4			774,825	917,242	118.4		
<i>Potential Areas</i>															
Middletown.....	80.3	88.2	109.8	254	256	164,203	227,294	138.4	214	205	105,296	145,958	138.6	229	219
Middlesex.....	80.3	88.2	109.8			164,203	227,294	138.4			105,296	145,958	138.6		
New London-Norwich.....	172.0	189.9	109.8	138	142	353,612	510,914	144.5	120	113	246,655	363,118	147.2	114	105
New London.....	172.0	189.9	109.8			353,612	510,914	144.5			246,655	363,118	147.2		
<b>DELAWARE</b>															
<i>Standard Areas</i>															
Wilmington.....	352.3	388.2	110.2	71	75	610,182	1,137,988	139.4	60	58	478,413	677,356	141.6	63	63
New Castle.....	294.3	325.6	110.7			707,054	1,015,603	143.6			425,177	618,063	148.6		
Salem (N. J.).....	56.0	62.4	107.6			109,120	122,385	112.1			53,236	58,483	109.8		
<b>DISTRICT OF COLUMBIA</b>															
<i>Standard Areas</i>															
Washington.....	1,950.5	2,354.0	120.7	10	9	4,316,227	6,309,610	146.2	9	8	2,555,098	3,678,393	140.0	9	9
District of Columbia.....	824.8	966.1	116.1			1,806,340	2,347,130	129.8			1,332,143	1,623,949	121.9		
Montgomery (Md.).....	310.1	367.3	124.9			795,331	1,218,763	155.2			347,867	546,040	167.7		
Prince Georges (Md.).....	352.3	440.3	125.0			891,443	1,135,428	166.6			320,567	558,164	174.1		
Arlington (Va.).....	252.1	312.7	124.0			621,631	887,090	142.7			399,980	575,516	143.9		
Fairfax (Va.).....	211.2	306.4	145.1			418,282	720,409	172.2			164,491	272,129	176.1		

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200 Leading Cities in 9 Population, Income, Sales Categories—Page 211



*Those **Big**  
Gains Forecast  
For San Jose...*

*Amazing!*

*Not Really!*

*We'll Make You a Bet...*



... that San Jose *exceeds* the big gains forecast by SM by at least 10%!

And for a safe bet, make sure you're covered in San Jose now. Go where the *Growing's Good!* ... and remember, you *Cover San Jose Only* with the ...

*San Jose*

**Mercury and News**

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NOVEMBER 10, 1959

With Parade, too!

WE'RE SELLING MORE  
IN THE  
LAND OF

# Profitunity!

Every basic economic index in the WFLA-TV  
26-county sales area—the land of Profitunity—  
has rocketed to new highs!

In the Big Eight years since 1950 . . .

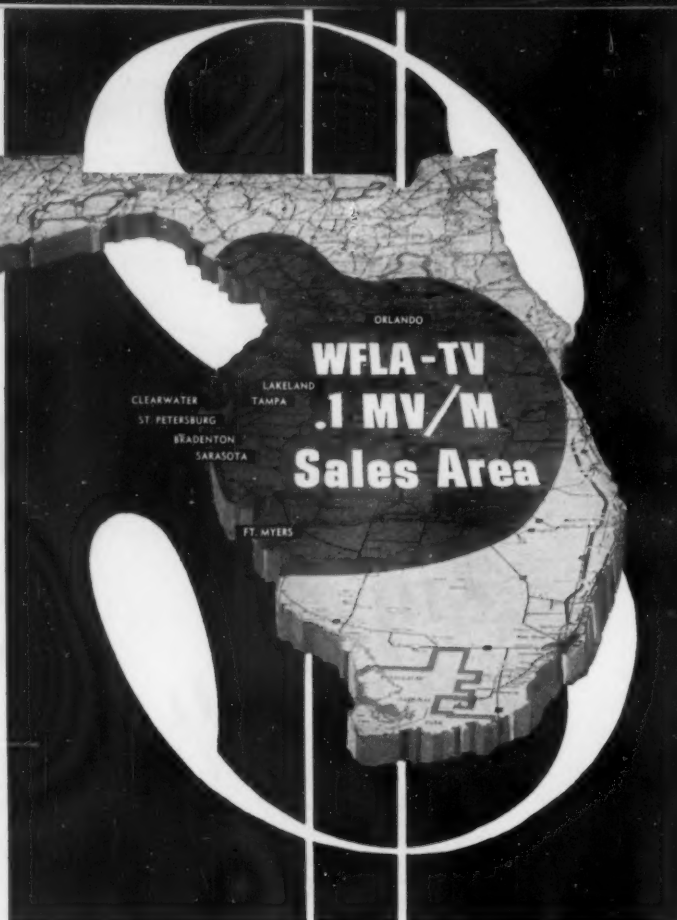
POPULATION IS UP . . . 60.7%  
RETAIL SALES UP . . . 131 %  
FOOD SALES UP . . . 146 %  
DRUG SALES UP . . . 170 %  
EFFECTIVE BUYING POWER UP . . . 112 %

Get your share of this exciting profit opportunity. Buy WFLA-TV—dominant in the  
land of Profitunity!

Figures from Sales Management 1959 Survey of Buying Power.



National Representatives: BLAIR-TV



## Metropolitan Area Projections to 1965—(Cont'd)

**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE AREA COUNTY	HOW MANY PEOPLE POPULATION <b>SM</b> Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME <b>SM</b> Estimates					WHAT THEY SPEND TOTAL RETAIL SALES <b>SM</b> Estimates				
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<b>FLORIDA</b>															
<i>Standard Areas</i>															
Jacksonville . . . . .	441.2	560.7	127.1	60	55	691,698	935,413	135.2	65	63	636,908	837,608	131.5	49	48
Duval . . . . .	441.2	560.7	127.1			691,698	935,413	135.2			636,908	837,608	131.5		
Miami . . . . .	873.3	1,167.9	133.8	25	23	1,674,338	2,345,996	140.1	24	25	1,484,486	1,991,703	134.2	19	20
Dade . . . . .	873.3	1,167.9	133.8			1,674,338	2,345,996	140.1			1,484,486	1,991,703	134.2		
Orlando . . . . .	275.4	395.8	143.7	91	74	436,584	644,587	147.7	96	93	400,202	575,571	143.8	73	71
Orange . . . . .	235.6	341.1	144.8			387,512	582,119	150.2			363,160	524,232	144.4		
Seminole . . . . .	39.9	54.7	137.0			46,082	62,768	128.0			37,042	51,339	138.6		
Pennasco . . . . .	190.6	245.6	128.9	129	121	268,004	379,916	141.8	147	142	233,856	337,662	144.4	122	112
Escambia . . . . .	166.6	213.7	128.3			242,839	339,444	139.8			201,714	276,889	137.3		
Santa Rosa . . . . .	23.9	31.9	133.6			25,165	40,472	160.6			32,142	60,773	189.1		
Tampa-St. Petersburg . . . . .	657.6	875.6	133.1	36	30	1,684,503	1,501,140	142.4	45	43	963,592	1,334,929	138.5	28	30

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All Survey of Buying Power data are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the Survey, regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 630 Third Avenue, New York 17, N. Y., Phone YUkon 6-8557.



## The Miami Herald

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COVERAGE WITH ONE  
NEWSPAPER IN THE  
NATION'S 12th LARGEST  
RETAIL MARKET**

The MIAMI HERALD offers  
greater circulation than the  
combined circulation  
of all eight other dailies  
and six Sunday newspapers  
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at just about **HALF THE COST**

# THE TOTAL SELLING MEDIUM IN SOUTH FLORIDA

**ONE OF AMERICA'S  
TOP NEWSPAPERS FOR  
ADVERTISING RESULTS.**

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... from Story, Brooks and Finley  
or write to THE MIAMI HERALD

# TAMPA - ST. PETERSBURG...



**Artichokes in the business in the market on the coast!**  
**TAMPA - ST. PETERSBURG**

**WTVT** Channel 10

**TAMPA-ST. PETERSBURG**  
**Market in the news**



**WTVT** Channel 10

**ST. PETERSBURG**



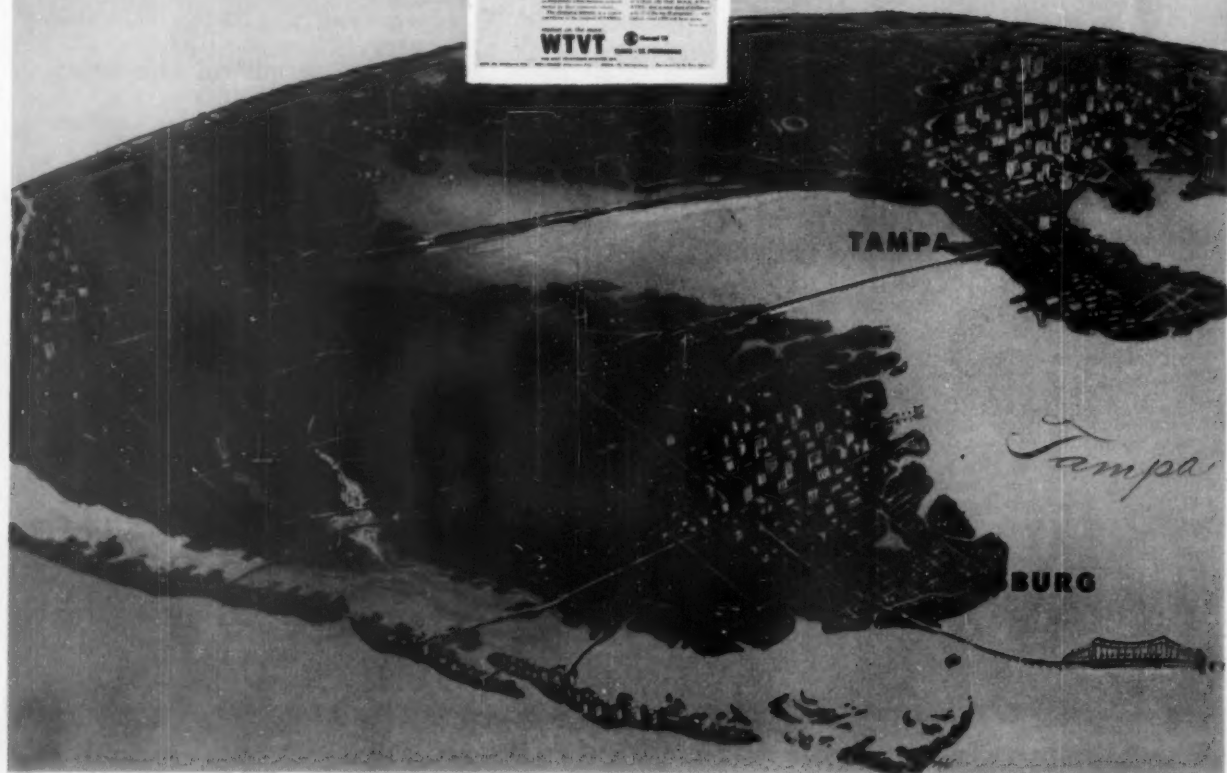
**WTVT** Channel 10

**PINK GOLD**  
**in the market on the coast**



**TAMPA - ST. PETERSBURG**

**WTVT** Channel 10





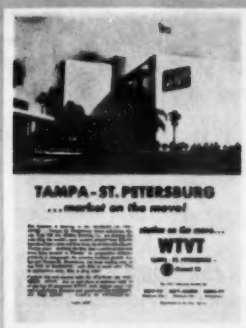
## market on the move

Industry on the move...never stopping...continues to headquarter in Tampa, St. Petersburg  
...**MARKET ON THE MOVE.**

Day by day . . . month by month . . . the plants go up . . . and so does Tampa-St. Petersburg  
in the market listings!

### station on the move...**WTVT**

with top CBS and local programs, makes TV's most modern facilities available to advertisers . . . studio Videotape unit; mobile Videotape unit; weather radar; rear view projector;  
plus two studios and six cameras. WTVT . . . first in every way in Tampa-St. Petersburg,  
*Market on the Move!*



#### TOTAL SHARE OF AUDIENCE

48.6% . . . Latest ARB

Check the Top 50 Shows!

#### ARB

WTVT . . . . . 37

Station B . . . . . 9

Station C . . . . . 4

#### NIELSEN

WTVT . . . . . 38

Station B . . . . . 10

Station C . . . . . 2

station on the move

# WTVT



**CHANNEL 13**

**TAMPA-ST. PETERSBURG**

**WTVT TELEVISION SYSTEM, INC.**

**WTVT-TV WTVT-RADIO**

Oklahoma City

Owned by the WTVT Group

**FLORIDA**



# Get the facts on Tampa!

## INDUSTRIAL HUB OF FLORIDA

Find out why — eight major industries have built plants in the Tampa Industrial Park in two years, representing an investment of \$60,000,000.

Find out why — in five years, new plant investments in all of Tampa's industrial areas exceed \$170,000,000. During the same period annual pay-rolls increased \$21,000,000. Get the facts on Tampa's multiple advantages for industrial operation.

### Take a good, long look at the fast-growing Tampa market.

Since 1955 Tampa has shown amazing gains in all important economic indices.\*

Population	Up 18.8 %	Food Sales	Up 72 %
E.B.I.	Up 40 %	Automotive Sales	Up 127 %
Retail Sales	Up 60 %	Drug Sales	Up 93 %

Tampa, Florida's principal industrial and distribution center offers a big and constantly increasing sales potential for all types of goods and services. Get the facts!

\* All figures from Sales Management 1959 Survey of Buying Power.

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Chairman, Committee of 100  
Greater Tampa  
Chamber of Commerce



# Tampa

HILLSBOROUGH COUNTY, FLORIDA

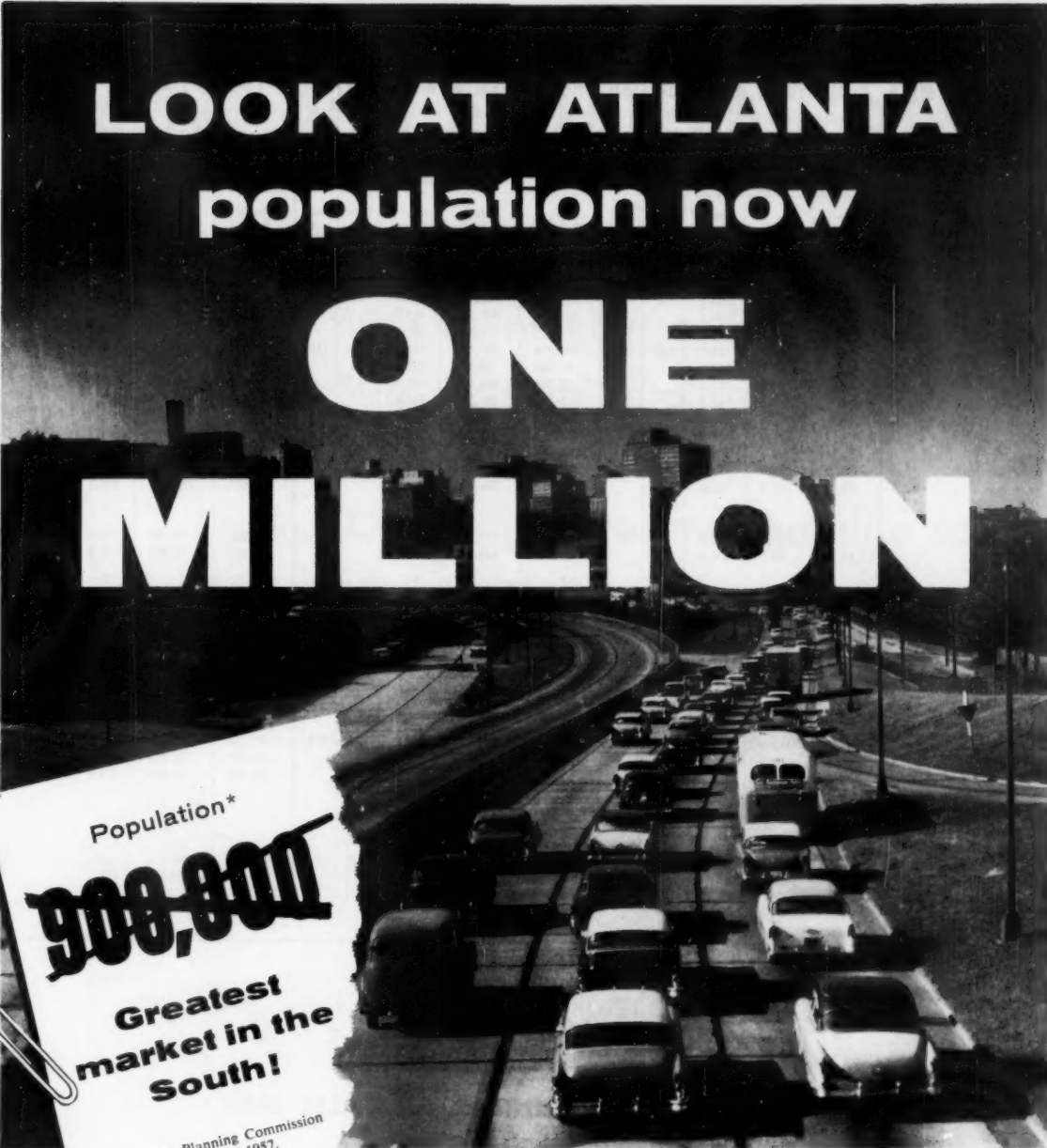
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<b>FLORIDA (Cont'd)</b>															
Hillsborough	369.4	472.3	127.9			549,077	763,062	138.0			484,785	674,890	138.4		
Pinellas	286.4	403.3	139.8			505,426	735,058	146.0			488,807	680,129	140.8		
West Palm Beach	193.9	263.8	136.0	126	112	324,715	478,503	147.4	125	121	334,783	483,288	144.4	86	82
Palm Beach	193.9	263.8	136.0			324,715	478,503	147.4			334,783	483,288	144.4		
<i>Potential Areas</i>															
Daytona Beach	106.8	136.2	127.5	206	186	166,859	227,052	136.2	210	206	158,482	210,488	132.8	171	170
Volusia	106.8	136.2	127.5			166,859	227,052	136.2			158,482	210,488	132.8		
Fort Lauderdale	286.8	430.0	148.9	84	66	474,859	734,875	154.8	90	81	395,058	612,340	155.0	78	87
Broward	286.8	430.0	148.9			474,859	734,875	154.8			395,058	612,340	155.0		
Gainesville	71.7	86.0	119.9	271	262	94,567	129,686	137.1	287	282	82,372	112,706	136.8	273	258
Alachua	71.7	86.0	119.9			94,567	129,686	137.1			82,372	112,706	136.8		
Lakeland	178.5	226.8	127.1	133	127	258,675	342,548	134.0	154	156	206,617	271,958	129.7	133	130
Polk	178.5	226.8	127.1			258,675	342,548	134.0			206,617	271,958	129.7		
Panama City	62.4	79.2	126.9	285	273	66,750	116,518	134.3	292	289	75,868	96,767	130.2	285	273
Bay	62.4	79.2	126.9			66,750	116,518	134.3			75,868	96,767	130.2		
Sarasota	60.7	81.4	134.1	286	268	101,926	143,496	140.8	281	272	113,777	173,812	152.8	216	192
Sarasota	60.7	81.4	134.1			101,926	143,496	140.8			113,777	173,812	152.8		
Tallahassee	65.1	78.7	120.9	281	274	84,389	129,437	137.1	288	283	90,451	123,780	136.8	254	249
Leon	65.1	78.7	120.9			84,389	129,437	137.1			90,451	123,780	136.8		
<b>GEORGIA</b>															
<i>Standard Areas</i>															
Atlanta	926.0	1,084.4	117.0	24	25	1,630,025	2,290,971	139.7	26	27	1,308,803	1,782,020	134.8	24	24
Clayton	33.9	38.6	113.9			50,531	79,323	157.0			14,272	23,439	164.2		
Cobb	100.1	138.4	138.3			141,193	212,210	150.3			82,850	118,545	143.1		
De Kalb	202.0	247.3	122.4			413,069	627,315	151.9			151,291	231,336	152.9		
Fulton	688.0	824.7	119.0			998,386	1,325,266	132.7			1,027,667	1,348,185	131.3		
Gwinnett	32.8	36.4	107.9			36,386	46,857	128.8			30,783	39,505	123.3		

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# LOOK AT ATLANTA population now **ONE MILLION**



Population\*

**~~900,000~~**

**Greatest  
market in the  
South!**

\* Metropolitan Planning Commission  
estimate August, 1957.

## The Atlanta Journal

*Covers Dixie Like the Dew*

## THE ATLANTA CONSTITUTION

*The South's Standard Newspaper*

Represented by Kelly-Smith Co.

Atlanta now has one million people. This capital of the expanding Southeast has hit the million mark eleven years ahead of what was an enthusiastic prediction by the Atlanta Chamber of Commerce in '52.

Atlanta, commercial, industrial and financial headquarters of this area, is dependent upon no single factor or payroll. Compare the market . . . then compare the media. No one industry is king but one medium is. The Atlanta Journal and Constitution completely dominates the market. It is the only medium that does. Circulation now over half a million families.

**Circulation: 456,167 daily • 513,930 Sunday (A.B.C. 3/31/59)**

NOVEMBER 10, 1959

# Metropolitan Area Projections to 1965—(Cont'd)

**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE  AREA  COUNTY	HOW MANY PEOPLE POPULATION <b>SM</b> Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME <b>SM</b> Estimates					WHAT THEY SPEND TOTAL RETAIL SALES <b>SM</b> Estimates				
	Jan. 1, 1950 (thous.)	July 1, 1965 (thous.)	Index of Growth 1950- 1965	Rank in USA 1950	Rank in USA 1965	Net E. B. I. 1950 (\$000)	Net E. B. I. 1965 (\$000)	Index of Growth 1950- 1965	Rank in USA 1950	Rank in USA 1965	Retail Sales 1950 (\$000)	Retail Sales 1965 (\$000)	Index of Growth 1950- 1965	Rank in USA 1950	Rank in USA 1965
<b>GEORGIA (Cont'd)</b>															
Augusta.....	246.0	303.0	123.7	105	95	364,929	480,340	131.8	118	120	229,352	296,839	129.4	124	125
Richmond.....	164.9	206.9	125.5			247,612	307,018	124.0			169,608	207,936	122.6		
Aiken.....	86.1	96.1	120.0			117,317	173,322	147.7			89,744	88,903	148.8		
Columbus.....	247.0	280.2	113.1	104	105	391,419	527,904	134.9	110	110	179,541	212,261	118.2	158	167
Russell (Ala.).....	44.1	47.4	107.5			44,569	56,670	127.2			19,542	24,125	123.5		
Chattahoochee.....	46.2	44.8	111.4			77,218	140,035	181.4			2,958	5,905	199.6		
Muscogee.....	163.5	188.0	115.0			269,632	331,190	122.8			157,041	182,231	116.0		
Macon.....	186.8	181.4	107.5	140	148	243,389	317,893	130.5	163	166	183,760	239,472	130.3	154	155
Bibb.....	138.5	144.8	104.5			263,639	261,790	128.4			155,864	200,792	128.8		
Houston.....	30.3	36.8	121.8			39,850	55,803	141.1			27,896	38,680	138.7		
Savannah.....	180.1	203.5	113.0	132	135	264,912	361,639	136.5	149	148	201,691	274,704	136.2	139	137
Chatham.....	180.1	203.5	113.0			264,912	361,639	136.5			201,691	274,704	136.2		
<i>Potential Areas</i>															
Albany.....	80.4	70.3	116.4	298	287	85,915	104,144	121.2	293	293	68,568	79,265	115.6	294	294
Dougherty.....	80.4	70.3	116.4			85,915	104,144	121.2			68,568	79,265	115.6		
<b>HAWAII</b>															
<i>Standard Areas</i>															
Honolulu.....	642.8	772.6	120.2	40	37	1,025,046	1,414,563	138.0	48	44	531,263	773,519	145.6	61	53
Honolulu.....	642.8	772.6	120.2			1,025,046	1,414,563	138.0			531,263	773,519	145.6		
<b>IDAHO</b>															
<i>Potential Areas</i>															
Boise.....	143.9	162.0	112.6	161	165	230,855	282,137	122.2	169	176	192,539	231,473	120.2	146	158
Ada.....	82.4	93.2	113.1			143,075	179,100	125.2			126,841	156,868	123.7		
Canyon.....	61.5	66.8	111.9			87,780	103,037	117.4			65,698	74,605	113.8		
<b>ILLINOIS</b>															
<i>Standard Areas</i>															
Champaign-Urbana.....	125.9	144.5	114.8	180	178	268,116	370,583	138.2	146	145	145,847	199,475	136.8	162	176
Champaign.....	125.9	144.5	114.8			268,116	370,583	138.2			145,847	199,475	136.8		

© SM, 1959.

## Sales Management's

### 1959 COUNTY OUTLINE RETAIL SALES MAP

*Includes Alaska and Hawaii—also Canadian Markets*

Differences in retail sales volume shown by variations in county color shadings

All metropolitan areas clearly defined . . . 1750 cities with retail sales of \$20 million or more  
. . . counties indicated whose family sales exceed U.S. average.

PRICE: \$5.00 single copy; \$3.50 each for two or more; \$3.00 for five or more

**SALES MANAGEMENT, 630 Third Avenue, New York 17, N.Y.**



# **HONOLULU, HAWAII**

## **CAPITAL CITY OF THE 50th STATE**

**Ranks 41st in population**

**Ranks 49th in number of households**

**Ranks 59th in total retail sales**

**Ranks 52nd in food sales**

**Ranks 71st in general merchandise sales**

**Ranks 53rd in FHA sales**

**Ranks 67th in automotive sales**

**Ranks 56th in drug sales**



*Cover this dynamic,  
growing community  
with the  
State's leading newspapers—*

**The Honolulu Star-Bulletin**  
and  
**The Sunday Star-Bulletin\***

Represented nationally by  
**O'MARA & ORMSBEE, INC.**

\* Commenced November First.

NOVEMBER 10, 1959

## THE QUAD-CITIES



one of the  
**FIRST  
100  
MARKETS**

The Dispatch and The Argus newspapers cover 9 out of 10 homes on the Illinois side of the Quad-Cities. Station WHBF (CBS radio and television) is "The Quad-Cities' Favorite". Complete current data on the Quad-City Market will be sent on request.

Quad-Cities—a midwest market on the move . . .

## Now 2<sup>nd</sup> Food Market in Illinois-Iowa

Here's a market on the move! The Quad-Cities—now larger than any Illinois or Iowa food market except Chicago. Booming Quad-City food sales (\$85.6 million)

have moved the area next to Chicago among Illinois-Iowa food markets. Quad-Cities has risen from fourth to second food market in Illinois-Iowa since 1955.

## People, High Employment, Big EBI

272,600 people now live and work in the Quad-Cities. The Quad-Cities was classified a Group B labor market by the U.S. Department of Labor in mid-1959. Em-

ployment here measures well over 100,000. High Quad-City employment is reflected in area Net EBI, which totals \$535 million. Quad-City EBI per household is \$6402

Get complete details from these media:

**THE MOLINE DISPATCH  
THE ROCK ISLAND ARGUS  
STATION WHBF and WHBF-TV**

## Metropolitan Area Projections to 1965—(Cont'd)

**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE AREA COUNTY	HOW MANY PEOPLE POPULATION <b>SM</b> Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME <b>SM</b> Estimates					WHAT THEY SPEND TOTAL RETAIL SALES <b>SM</b> Estimates				
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<b>ILLINOIS (Cont'd)</b>															
Chicago	5,995.1	8,560.9	109.4	3	3	13,803,840	18,144,080	131.4	3	3	8,197,475	10,619,592	129.5	3	3
Cook	5,049.1	8,382.4	106.2			11,757,304	15,029,071	127.8			7,047,548	9,909,285	126.4		
Du Page	284.2	389.5	139.9			621,796	1,038,551	167.0			274,090	451,042	164.6		
Kane	177.7	197.4	111.1			367,098	520,210	141.7			267,000	384,009	143.9		
Lake	268.1	354.3	132.2			611,757	846,098	154.7			324,717	490,119	150.9		
McHenry	65.5	76.6	116.9			128,714	190,958	150.7			102,269	157,148	153.7		
Will	176.5	290.7	117.7			318,871	419,188	131.5			161,851	227,909	125.3		
Davenport-Rock Island-															
Moline	272.6	302.7	111.0	93	96	535,584	725,595	135.4	81	82	362,368	493,587	136.2	79	79
Rock Island	152.3	167.1	109.7			305,979	419,334	137.0			186,946	257,724	137.9		
Scott (Iowa)	120.3	135.0	112.7			229,905	306,261	133.2			175,422	235,843	134.4		
Decatur	113.9	125.9	110.4	194	196	221,302	291,422	131.7	175	171	153,269	198,769	129.7	175	179
Mason	113.9	125.8	110.4			221,302	291,422	131.7			153,269	198,769	129.7		
Peoria	294.2	309.6	105.9	87	93	571,182	771,388	135.1	75	77	356,846	491,753	135.0	81	83
Peoria	195.9	210.9	107.7			402,775	521,545	129.5			257,894	330,225	128.1		
Tazewell	88.3	98.7	111.8			168,407	249,841	148.4			98,962	151,528	153.1		

© SM, 1959.

*The Survey of Buying Power*

**Where Advertisers and Agencies MEET and AGREE**

Young Chicago loves to buy...



## ...the Chicago Sun-Times

The young families are the big buying families,  
in Chicago as anywhere else. But nowhere else can you  
reach them more effectively.

In Chicago, more young families read  
the Sun-Times than any other newspaper.\*

\*Source: Publication Research Service Study No. 5

# FASTEST GROWING\* of All Illinois Metropolitan Areas



## Remarkable ROCKFORD

ROCKFORD MORNING STAR  
Rockford Register-Republic  
Finest FULL COLOR Facilities

6.9% above national average  
in population

11.3% better than national  
average in buying income

5.6% ahead of national average  
in retail sales

\*Sales Management Figures

## Metropolitan Area Projections to 1965—(Cont'd)

**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

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<b>ILLINOIS (Cont'd)</b>															
Rockford.....	192.4	225.0	116.9	127	129	399,870	565,100	141.3	188	100	250,435	350,707	140.0	113	107
Winnebago.....	192.4	225.0	116.9			399,870	565,100	141.3			250,435	350,707	140.0		
Springfield.....	140.6	146.6	104.3	165	173	274,439	369,311	134.6	144	140	206,808	282,193	137.3	134	134
Sangamon.....	140.6	146.6	104.3			274,439	369,311	134.6			206,808	282,193	137.3		
<i>Potential Areas</i>															
Bloomington.....	91.1	103.8	113.9	232	231	176,418	226,146	129.3	203	203	106,706	132,660	124.2	222	232
McLean.....	91.1	103.8	113.9			176,418	226,146	129.3			106,706	132,660	124.2		
Danville.....	93.0	95.5	102.7	230	243	170,945	216,228	127.7	208	216	115,966	148,369	128.1	210	214
Vermilion.....	93.0	95.5	102.7			170,945	216,228	127.7			115,966	148,369	128.1		
Galesburg.....	67.3	68.9	102.8	293	295	106,984	148,919	134.0	274	271	82,847	113,761	137.3	272	255
Knox.....	57.3	58.9	102.8			106,984	148,919	134.0			82,847	113,761	137.3		
Kankakee.....	92.3	104.5	113.2	231	229	147,174	186,005	126.4	230	234	99,373	119,668	120.4	241	253
Kankakee.....	92.3	104.5	113.2			147,174	186,005	126.4			99,373	119,668	120.4		
Quincy.....	66.1	66.7	100.9	290	291	110,392	139,299	126.1	273	277	75,755	96,190	127.0	266	275
Adams.....	66.1	66.7	100.9			110,392	139,299	126.1			75,755	96,190	127.0		
<b>INDIANA</b>															
<i>Standard Areas</i>															
Anderson.....	122.6	140.3	114.4	163	163	220,271	287,936	130.7	176	174	136,985	180,396	131.7	188	187
Madian.....	122.6	140.3	114.4			220,271	287,936	130.7			136,985	180,396	131.7		
Evansville.....	214.0	242.4	113.0	117	123	361,466	466,208	129.6	119	124	241,307	314,231	130.2	119	116
Vanderburgh.....	180.2	202.4	112.3			319,020	406,546	128.4			206,028	265,367	129.4		
Henderson.....	34.4	40.0	116.3			42,478	59,662	138.1			36,281	48,664	134.7		
Fort Wayne.....	227.7	270.9	119.0	114	106	453,182	620,476	136.9	93	95	283,014	391,901	138.8	101	98
Allen.....	227.7	270.9	119.0			453,182	620,476	136.9			283,014	391,901	138.8		

© SM, 1959.

SALES MANAGEMENT



## Pick Up a Cool Billion Dollars in Fort Wayne\*

\*Indiana's 15-County Golden Zone Market

You need the billion dollar buying power of this fast-growing Golden Zone Market to complete your coverage of Indiana. The only quick, effective and economical way to present your sales message to this vast audience is through the complete coverage of The News-Sentinel and The Journal-Gazette.

**Here's How 595,500 GOLDEN ZONE RESIDENTS SPEND \$1,048,364,000 Annual Income**

Retail Sales .....	\$654,615,000	Gen'l. Merchandise \$	81,250,000
Food Sales .....	\$136,053,000	Gas Stations .....	\$ 62,843,000
Auto Sales .....	\$130,987,000	Lumber & Hdware. .	\$ 63,696,000
Drug Sales .....	\$ 19,781,000	Eat & Drink .....	\$ 44,813,000

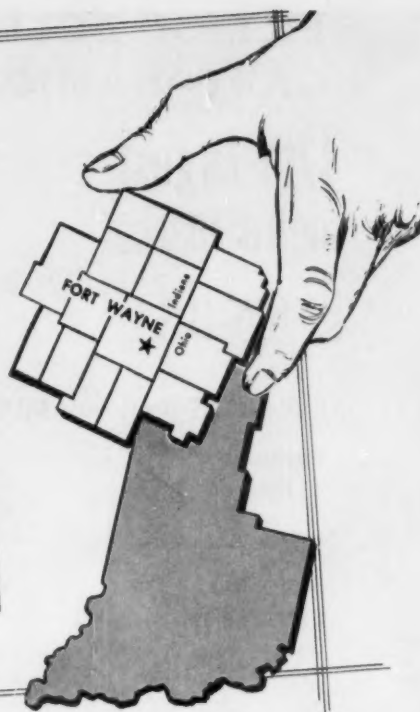
Just Off  
The Press

New 28-page Golden Zone Market book is yours for the asking. It's complete, authentic, with latest market data. Write for your free copy today.

FORT WAYNE NEWSPAPERS, INC., AGENT FOR

The News-Sentinel

The Journal-Gazette



Represented Nationally by the Allen-Klapp Co., New York • Chicago • Detroit • San Francisco

### Get the Complete Picture

The advertisements in this issue—besides giving information on how best to reach and sell the various markets—frequently complement the issue's basic market data by spotlighting local developments and trends behind the SM estimates. The ads and the data go together.

## ANDERSON—NOW a STANDARD Metropolitan Area

Indiana's 5th Metropolitan Market

STATE'S NO. 1 STANDARD METROPOLITAN CITY IN SALES  
ACTIVITY . . . in Food . . . Automotive . . . Apparel . . .  
Furniture . . . Lumber-Hardware

Anderson's sales activity indexes in the above store groups dominate every Standard metropolitan city in the state. In the drug store group Anderson has the second highest index; in gasoline, the third highest. The Anderson Newspapers alone cover Metropolitan Anderson—thoroughly, economically . . . and they tie your own selling efforts in with the strongest buying activity to be found among the state's top markets.

**The BULLETIN • The HERALD**

18,431 Morning • 18,716 Evening • 20,021 Sunday

Represented by THE ALLEN-KLAPP CO.

New York • Chicago • Detroit • San Francisco

NOVEMBER 10, 1959

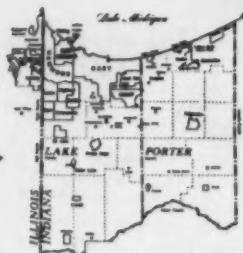
### THE CONCENTRATED ANDERSON METROPOLITAN MARKET\*

	Metropolitan Anderson	City % of Area	City Sales Activity Index
Population	122,600	42	
Households	38,600	44	
Income	\$220,271,000	46	
Retail Sales	136,985,000	69	161
Food	34,435,000	69	163
Eating, Drinking	8,434,000	66	128
Genl. Mdse.	13,059,000	76	132
Apparel	9,145,000	83	207
Furn-Hshld-Appl.	7,657,000	74	188
Automotive	26,305,000	77	203
Gasoline	11,419,000	51	124
Lumb-Bldg-Hard.	10,507,000	53	141
Drug	5,393,000	76	211

\*All figures from Sales Management, 5-10-59

# BILLION-DOLLAR-PLUS METROPOLITAN GARY-HAMMOND-E. Chicago, Indiana

47th largest  
metro market  
in the U.S.!



2nd largest  
market  
in Indiana!

A LOCAL MARKET (and you MUST sell it this way) OF NATIONAL IMPORTANCE . . .

**POPULATION**  
555,100

**EFFECTIVE  
BUYING INCOME**  
\$1,071,334,000

**TOTAL RETAIL SALES**  
\$629,122,000

**FOOD SALES**  
\$168,543,000

45th among ALL Metro Markets

**C.S.I. PER HOUSEHOLD**  
\$7,276

18th in the U.S. 21.2%  
above the National average!

(S.R.D.S.)

**AUTOMOTIVE SALES**  
\$102,031,000

Source: Sales Management

reach it . . . **SELL it ONLY** through . . . **THE GARY-POST-TRIBUNE/THE HAMMOND TIMES**

represented by Burke, Kuipers & Mahoney, Inc.

## Metropolitan Area Projections to 1965—(Cont'd)

**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

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INDIANA (Cont'd)															
Gary-Hammond-															
East Chicago.....	555.1	690.2	124.3	51	45	1,071,334	1,531,130	142.9	44	41	629,122	909,514	144.6	51	49
Lake.....	501.1	621.8	124.1			977,524	1,401,530	143.4			581,289	844,389	145.3		
Porter.....	54.0	68.4	126.7			93,610	129,092	138.1			47,833	65,165	136.2		
Indianapolis.....	659.6	755.6	114.6	35	39	1,388,625	1,838,578	132.3	34	34	947,671	1,269,429	134.0	30	31

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Bomarc—Supersonic, pilotless interceptor  
air defense weapon. Range 400 miles.

# It's Loaded

with buying power . . .

## THE INDIANAPOLIS AREA\*

● Yes, here's a market that will rocket *your* sales into orbit. So, fire away!

Here you'll find a rich 45-county trading area . . . with a population of over *two million* . . . with retail sales higher than the state retail sales in each of 23 different states.

And you'll also find that Metropolitan Indianapolis ranks 8th in retail sales per household among cities over 650,000 . . . 13th in effective buying income per household.†

The Star and The News give 54.9% coverage in this great booming market. So, make them your first choice for your product or service. Write today for a copy of "FACTS," a condensed report of the fine economic picture of metropolitan Indianapolis.

†Sales Management, Survey of Buying Power, 1959

### \*THE 45-COUNTY TRADING AREA THAT'S BIGGER THAN YOU THINK!

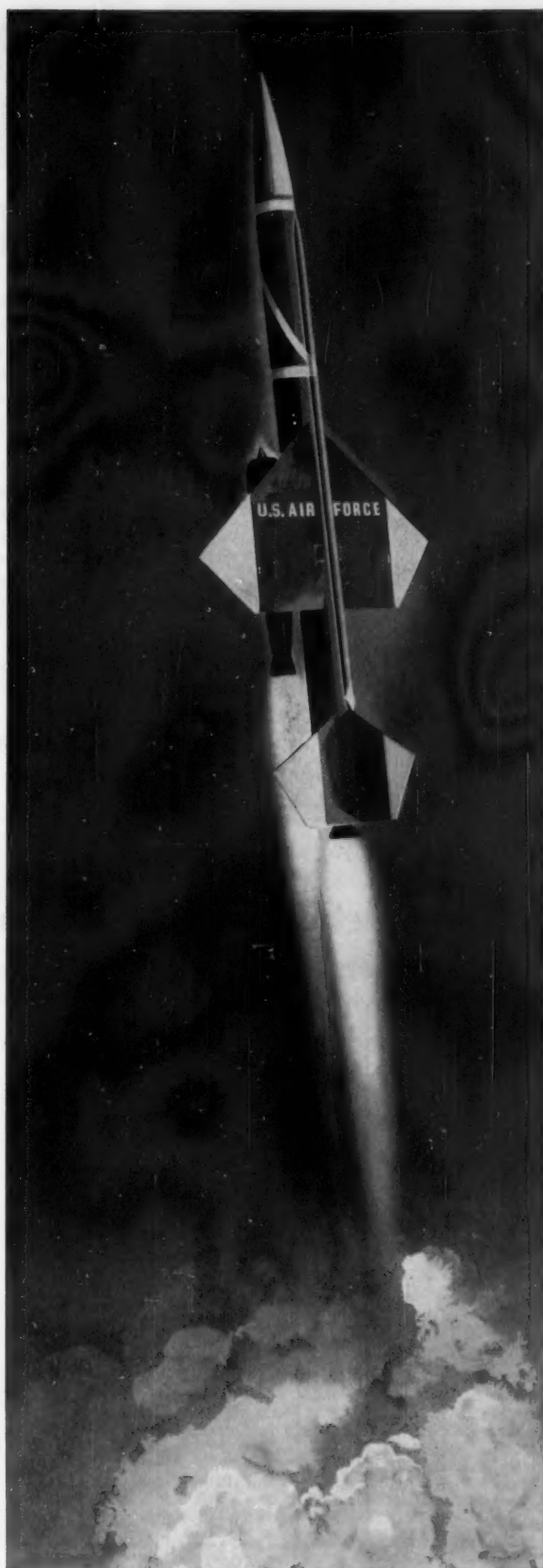
Population: 2,152,000  
Income: \$3,823,053,000  
Retail Sales: \$2,466,255,000  
Coverage: 54.9% By  
The Star and The News



**STAR**  
Morning & Sunday  
**NEWS**  
Evening

KELLY-SMITH COMPANY  
NATIONAL REPRESENTATIVES

NOVEMBER 10, 1959





The South Bend Shoppers Fair is the newest of 15 such self-service department stores in the mid-west.



The Giant Store has 35 self-service departments in its 60,000 sq. ft. of shopping space.



W. W. Wilt Corp., Elkhart and Goshen, Indiana, supermarket operators, recently opened this Mishawaka, Ind. store

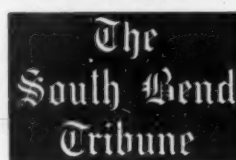
# Sales Are Zooming In South Bend...Indiana's New Capital\* City!

New investment capital has been pouring into South Bend during the past 12 months in the form of supermarkets, shopping centers and department stores. It's all part of the general growth pattern that's enveloping the South Bend market. Preparing for even greater increases in business, forward looking companies like Goldblatts, the A & P and local chains are investing in new or additional retail outlets for the South Bend market. Another group is planning a 3-million dollar shopping center, while another plans a 90 unit luxury motel.

South Bend faces the '60's with justified optimism. An optimism born in faith of steady incomes from diversified industry and from commerce and farming

And you can cover all of this big market with one newspaper... the South Bend Tribune. It saturates 100% of the City Zone, 92.2% of the Metro Area and gives 62.4% coverage of the 7-county trading area! Get all the facts from free market data book.

\*Investment Capital that is



The South Bend, Ind. Market  
Seven Counties, over  
One-Half Million People

Franklin D. Schurz, Editor and Publisher—Story Brooks & Finley, Inc.—National Representatives

## Metropolitan Area Projections to 1965—(Cont'd)

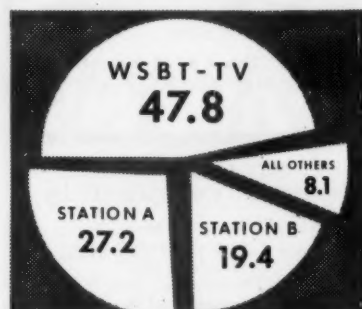
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<b>INDIANA (Cont'd)</b>															
Marion.....	859.6	755.6	114.6			1,399,625	1,636,576	132.3			947,671	1,260,428	134.0		
Muncie.....	109.9	129.8	118.1	199	193	198,922	261,013	131.6	185	180	119,821	157,117	131.1	205	207
Delaware.....	109.9	129.8	118.1			198,922	261,013	131.6			119,821	157,117	131.1		
South Bend.....	242.8	279.8	115.2	167	166	518,929	683,468	131.7	86	85	267,247	381,827	132.8	99	101
St. Joseph.....	242.8	279.8	115.2			518,929	683,468	131.7			267,247	381,827	132.8		
Terre Haute.....	106.0	106.7	100.7	200	228	190,112	222,963	117.3	192	210	124,713	148,729	119.3	197	213
Vigo.....	106.0	106.7	100.7			190,112	222,963	117.3			124,713	148,729	119.3		
<b>Potential Areas</b>															
Elkhart.....	99.6	114.0	114.5	222	213	191,026	252,649	132.3	188	190	129,664	173,888	134.0	193	193
Elkhart.....	99.6	114.0	114.5			191,026	252,649	132.3			129,664	173,888	134.0		
Kokomo.....	64.5	73.5	114.0	282	282	116,380	150,460	129.3	268	265	72,241	93,910	130.0	289	282
Howard.....	64.5	73.5	114.0			116,380	150,460	129.3			72,241	93,910	130.0		
Lafayette.....	89.6	102.6	114.5	236	235	170,323	222,646	130.7	209	211	94,841	124,898	131.7	249	246
Tippecanoe.....	89.6	102.6	114.5			170,323	222,646	130.7			94,841	124,898	131.7		
Marion.....	75.6	88.8	117.5	283	256	119,329	154,457	129.4	262	259	71,662	91,942	128.3	291	286
Grant.....	75.6	88.8	117.5			119,329	154,457	129.4			71,662	91,942	128.3		
Michigan City.....	90.7	104.4	115.1	233	230	180,972	200,583	132.9	226	226	109,480	147,270	134.5	220	217
La Porte.....	90.7	104.4	115.1			180,972	200,583	132.9			109,480	147,270	134.5		
Richmond.....	77.2	85.6	110.8	260	284	133,027	164,467	123.6	248	249	87,914	106,322	123.2	256	264
Wayne.....	77.2	85.6	110.8			133,027	164,467	123.6			87,914	106,322	123.2		

© SM, 1959.



# WSBT-TV South Bend, Indiana Dominates a \$1,613,896,000 Market



## THIS IS DOMINANCE

Illustrated ARB report (June 8-14, 1959) shows WSBT-TV's dominance of the South Bend market. WSBT-TV carries all 10 top national shows; 21 of the top 25 and 33 of the 50 leading shows. Use the 2 to 1 dominance of WSBT-TV to reach this \$1.6 billion market. Get all the details from your Raymer man or write for free market data book.

Fifteen rich counties in Northern Indiana and Southern Michigan comprise WSBT-TV's coverage area. And South Bend, with the highest per household income in the state, is the focal point of this \$1.6 billion market. Here's real, concentrated buying power for advertisers. Examine the 15-county coverage area figures listed below:

**Total Retail Sales ... \$1,020,112,000**  
**Food Sales ... \$245,876,000    Auto Sales ... \$189,776,000**  
**Drug Sales ... \$34,163,000    Gen'l Merchandise .. \$98,496,000**  
**Effective Buying Income ... \$1,613,896,000**

Source: Sales Management, Survey of Buying Power, 1959.

**WSBT-TV**   
**SOUTH BEND, INDIANA • CHANNEL 22**

## HIRING SALESMEN?

***Get free sample of our specialized application blank***

In evaluating applicants for sales jobs, your company needs detailed information on the education, background, sales experience and individual characteristics of each prospective employee.

To fill this need, SALES MANAGEMENT has prepared specialized "application for employment" blanks developed from a consensus among experts on hiring salesmen. These detailed four-page forms will

give you all the basic information you need on each applicant. They have been approved by legal experts as conforming to the New York State anti-discrimination law, regarded as the strictest of any state in the nation.

A free sample of this "application for employment" blank will be provided, with a price list, on request. Write—

## SALES MANAGEMENT

630 Third Ave., New York 17, N. Y.

# PREFERRED IN THE SIOUX CITY MARKET KVTV Channel 9

- KVTV Channel 9, first in the market where 1,023,400 people spent \$1,150,571,000 at retail. And, it's No. 1 station by a wide margin. Here are the Spring of '59 ARB figures.
- KVTV 1st in share of audience—36% more than station "B".
- KVTV 1st in programing—19 of the top 25 shows.
- KVTV 1st choice of national advertisers—they spent 70% of their advertising dollars for Sioux City on KVTV.
- KVTV 1st choice of local advertisers—they spent 71% of their advertising dollars on KVTV.
- KVTV 1st in quarter hour wins—312 to 128.
- In the retail market that's been rated "Preferred" 23 out of 24 months, sell on the station that's preferred by more of your prospects—KVTV Channel 9. See your Katz man.



CHANNEL 9 • SIOUX CITY, IOWA  
CBS • ABC



## PEOPLES BROADCASTING CORPORATION

**KVTV** . . . . Sioux City, Iowa  
**WNAX** . . . . Yankton, South Dakota  
**WGAR** . . . . Cleveland, Ohio  
**WRFD** . . . . Worthington, Ohio  
**WTTM** . . . . Trenton, New Jersey  
**WMMN** . . . . Fairmont, West Virginia

## Metropolitan Area Projections to 1965—(Cont'd)

**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE AREA COUNTY	HOW MANY PEOPLE POPULATION <b>SM</b> Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME <b>SM</b> Estimates					WHAT THEY SPEND TOTAL RETAIL SALES <b>SM</b> Estimates				
	Jan. 1, 1950 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1950 (\$000)	Net E. B. I. 1965 (\$000)	Index of Growth 1958- 1965	Rank in USA 1958	Rank in USA 1965	Retail Sales 1950 (\$000)	Retail Sales 1965 (\$000)	Index of Growth 1958- 1965	Rank in USA 1958	Rank in USA 1965
<b>IOWA</b>															
Standard Areas															
Cedar Rapids	127.3	147.1	115.6	178	172	242,555	308,489	127.2	164	168	181,005	225,389	124.5	157	161
Linn	127.3	147.1	115.6			242,555	308,489	127.2			181,005	225,389	124.5		
Davenport-Rock Island-Moline	272.6	302.7	111.0	93	96	535,884	725,595	135.4	81	82	382,388	493,567	136.2	79	79

© SM, 1959.



## 47TH TV MARKET IN THE U.S.

Population ..... 1,632,100  
Homes ..... 501,200  
TV Homes ..... 438,400  
Effective Buying  
Income ..... \$2,879,387,000  
Retail Sales ..... \$2,042,370,000  
Farm Population ..... 322,300  
Gross Farm Income ..... \$1,213,506,000

Sales Management — "Survey of  
Buying Power — 1959"



Col. B. J. Palmer  
President  
Ernest C. Sanders  
Resident Manager  
Pax Shaffer  
Sales Manager  
Peters, Griffin, Woodward,  
Inc., Exclusive National  
Representatives

### THE QUINT CITIES

DAVENPORT } IOWA  
BETTENDORF }

ROCK ISLAND } ILL.  
MOLINE }  
EAST MOLINE }

WOC-TV Davenport, Iowa is part of Central  
Broadcasting Co., which also owns and operates  
WHO-TV and WHO Radio, Des Moines, Iowa



The Survey of Buying Power

Where Advertisers and Agencies MEET and AGREE

# SCOOP! *Davenport-Bettendorf, Iowa*

corporate area now **UP!**

## OVER 105,000 BUYERS!

The Davenport-Bettendorf corporate area is gaining ground . . . and people! Davenport, through annexation, has more than doubled in size in the last two years alone. Since 1950, Davenport population has risen from 74,549 to 91,902 . . . Bettendorf and environs from 5,132 to 13,147. A grand total of 105,049 buyers you can reach only with DAVENPORT NEWSPAPERS . . . the only papers with 100% circulation in Davenport and Scott County, Iowa, plus a big chunk of Rock Island County, Illinois. They're a *must* to reach the important Quad-City market.



Circulating Davenport and Bettendorf, Iowa; Rock Island, Moline, East Moline, Illinois

Represented by Jann & Kelley, Inc.

MORNING  
EVENING  
SUNDAY



## Metropolitan Area Projections to 1965—(Cont'd)

**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE AREA COUNTY	HOW MANY PEOPLE POPULATION <b>SM</b> Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME <b>SM</b> Estimates					WHAT THEY SPEND TOTAL RETAIL SALES <b>SM</b> Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1959 (\$000)	Net E. B. I. 1965 (\$000)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965	Retail Sales 1959 (\$000)	Retail Sales 1965 (\$000)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965
IOWA (Cont'd)															
Rock Island (Ill.)	152.3	167.1	109.7			305,979	419,334	137.0			186,946	257,724	137.9		
Scott	120.3	135.6	112.7			229,906	306,261	133.2			175,422	235,843	134.4		

© SM, 1959.



THE QUINT CITIES

DAVENPORT } IOWA  
BETTENDORF }

ROCK ISLAND } ILL.  
MOLINE }  
EAST MOLINE }

Col. B. J. Palmer  
President  
Ernest C. Sanders  
Resident Manager  
Pax Shaffer  
Sales Manager  
Peers, Griffin, Woodward,  
Inc., Exclusive National  
Representatives



14 Counties

THE QUINT-CITIES

2 States

Tops in Radio Programming  
from 1-4-2-0 Radio Row  
Where Good Listening  
Comes First



Population	614,300
Homes	189,900
Effective Buying Income	\$1,114,114,000
Retail Sales	\$ 811,106,000
Farm Population	102,700
Farm Population	102,700
Gross Farm Income	\$ 426,955,000
Sales Management — "Survey of Buying Power — 1959"	



## Baton Rouge Is Geared to Grow

Look at the figures . . . Baton Rouge is moving up all the time. If you're looking for a market on the move, this is it! Consistently a high spot city, Baton Rouge leads Louisiana in family buying income and it's taking at least second place as a Louisiana market . . . moving rapidly ahead in the national picture, too!

### State-Times and Morning Advocate

Baton Rouge, La.

Represented by the John Budd Co.

## Metropolitan Area Projections to 1965—(Cont'd)

**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE AREA COUNTY	HOW MANY PEOPLE POPULATION <b>SM</b> Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME <b>SM</b> Estimates					WHAT THEY SPEND TOTAL RETAIL SALES <b>SM</b> Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1958 (\$000)	Net E. B. I. 1965 (\$000)	Index of Growth 1958- 1965	Rank in USA 1958	Rank in USA 1965	Retail Sales 1958 (\$000)	Retail Sales 1965 (\$000)	Index of Growth 1958- 1965	Rank in USA 1958	Rank in USA 1965
<b>IOWA (Cont'd)</b>															
Des Moines	264.7	296.4	112.0	96	96	530,391	660,558	124.5	82	89	368,330	451,340	122.5	78	86
Polk	264.7	296.4	112.0			530,391	660,558	124.5			368,330	451,340	122.5		
Dubuque	82.3	88.2	107.2	250	256	139,086	175,842	126.4	236	244	107,550	137,124	127.5	221	228
Dubuque	82.3	88.2	107.2			139,086	175,842	126.4			107,550	137,124	127.5		
Sioux City	114.0	123.7	108.5	193	201	209,075	246,143	117.7	182	193	167,523	191,980	114.6	166	182
Woodbury	114.0	123.7	108.5			209,075	246,143	117.7			167,523	191,980	114.6		
Waterloo	122.2	139.5	114.2	184	184	232,958	289,436	124.2	168	172	180,945	182,717	121.0	178	185
Black Hawk	122.2	139.5	114.2			232,958	289,436	124.2			180,945	182,717	121.0		
<i>Potential Areas</i>															
Clinton	86.7	82.7	110.6	294	294	98,549	125,378	127.2	283	285	84,299	107,061	127.0	267	266
Clinton	86.7	82.7	110.6			98,549	125,378	127.2			84,299	107,061	127.0		
Mason City	53.0	57.8	109.1	295	296	95,965	110,863	115.5	288	292	73,031	80,432	110.1	288	293
Cerro Gordo	53.0	57.8	109.1			95,965	110,863	115.5			73,031	80,432	110.1		
<b>KANSAS</b>															
<i>Standard Areas</i>															
Kansas City	1,017.4	1,177.4	115.7	22	24	2,086,727	2,820,648	135.2	20	22	1,399,686	1,776,482	126.9	21	23
Johnson	132.2	196.4	150.1			301,976	583,760	193.3			113,391	229,340	202.3		
Wyandotte	196.7	224.9	114.3			327,219	389,522	119.0			170,705	190,585	111.6		
Clay (Mo.)	81.9	121.9	148.8			154,396	263,156	170.4			138,978	209,442	150.7		
Jackson (Mo.)	608.8	632.3	104.2			1,303,136	1,584,210	121.6			976,612	1,147,115	117.5		
Topeka	132.4	156.5	118.2	172	167	244,540	313,729	128.3	162	167	160,997	200,586	124.5	169	176
Shawnee	132.4	156.5	118.2			244,540	313,729	128.3			160,997	200,586	124.6		
Wichita	332.8	406.0	122.0	75	71	609,198	796,113	130.7	70	73	419,691	516,102	123.0	71	73
Sedgewick	332.8	406.0	122.0			609,198	796,113	130.7			419,691	516,102	123.0		
<i>Potential Areas</i>															
Hutchinson	60.7	67.8	111.7	286	290	102,378	122,137	118.1	277	286	74,475	83,951	112.7	287	291
Reno	60.7	67.8	111.7			102,378	122,137	118.1			74,475	83,951	112.7		
<b>KENTUCKY</b>															
<i>Standard Areas</i>															
Huntington-Ashland	262.7	268.6	109.9	97	102	379,211	487,403	128.5	116	117	261,414	329,318	126.0	110	114
Boyd	54.0	56.3	106.0			73,908	96,209	130.2			56,577	74,997	128.0		
Lawrence (Ohio)	53.9	57.3	106.3			72,041	88,460	122.8			41,379	51,309	124.0		
Cabell (W. Va.)	113.6	127.2	111.8			169,575	245,118	130.0			147,328	185,441	125.9		
Wayne (W. Va.)	41.0	45.8	111.7			44,667	57,607	128.9			14,130	17,571	124.4		
Lexington	123.9	141.5	114.2	182	182	190,494	268,638	141.0	191	182	156,633	219,920	140.2	172	165
Fayette	123.9	141.5	114.2			190,494	268,638	141.0			156,633	219,920	140.2		
Louisville	700.2	812.4	116.0	31	35	1,161,466	1,534,536	133.3	40	40	810,900	1,044,163	128.8	36	36
Clark (Ind.)	60.5	72.9	120.5			87,589	133,851	152.9			57,767	83,082	161.1		
Floyd (Ind.)	62.3	80.9	114.5			84,452	114,619	135.7			55,665	77,424	139.0		
Jefferson	587.4	679.6	115.7			979,445	1,266,066	131.3			697,448	873,627	125.3		
<i>Potential Areas</i>															
Owensboro	66.5	77.6	116.7	278	279	89,313	125,385	140.4	290	284	78,341	105,357	138.0	284	269
Daviess	66.5	77.6	116.7			89,313	125,385	140.4			78,341	105,357	138.0		
Paducah	60.4	70.9	112.4	288	289	84,147	103,007	122.4	294	294	70,934	80,989	114.2	292	292
McCracken	60.4	67.9	112.4			84,147	103,007	122.4			70,934	80,989	114.2		
<b>LOUISIANA</b>															
<i>Standard Areas</i>															
Baton Rouge	235.9	309.3	131.1	112	94	423,429	678,063	159.7	100	87	279,441	436,350	156.2	104	90

© SM, 1959.



# NO MORE ROOM AT THE TOP!

There's room for just *one station* at the top in any television market—and in Central Iowa that station is WHO-TV!

For example, in the NSI Report for 27 Iowa counties (July, 1959) WHO-TV delivers more homes in more quarter hours than any other station. ARB (see below) gives WHO-TV the No. 1 position in the metropolitan area, too.

Local programming is a true measure of WHO-TV's determination to stay on top. Selections from our large library of film packages\*, featured each weekday along with regular news reports on Family Theatre (Noon-2 p.m.), The Early Show (4:30 p.m.-6:05 p.m.) and The Late Show (10:30 p.m.-Sign-Off), *deliver more homes in 190% more quarter hours than Stations 'B' and 'C' combined!*

WHO-TV's goal of *continuing leadership* is being met with the best in programming, personnel and public service. Ask your PGW Colonel for spots at the top in Central Iowa television on WHO-TV!

.....

\*WARNER BROTHERS "Feature" and "Vanguard" ★ MGM Groups 1 and 3 ★ NTA "Champagne," "Rocket 86," "Dream," "Lion," "Big 50" ★ SCREEN GEMS "Sweet 65" ★ HOLLYWOOD TELEVISION SERVICE "Constellation" ★ M and A ALEXANDER "Imperial Prestige" ★ ABC's "Galaxy 20" and others.

.....

## ARB SURVEY METROPOLITAN DES MOINES AREA (March 16-April 12, 1959)

FIRST PLACE QUARTER HOURS				
	Number Reported		Percentage of Total	
	1-Week	4-Week	1-Week	4-Week
WHO-TV	233	227	50.0%	48.7%
Station K	186	197	40.0%	42.3%
Station W	27	42	6.0%	9.0%
Ties	20	0	4.0%	0

WHO-TV is part of  
Central Broadcasting Company,  
which also owns and operates  
WHO Radio, Des Moines  
WOC-TV, Davenport



WHO-TV  
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# WHO-TV

Channel 13 • Des Moines

NBC Affiliate

Col. B. J. Palmer, President  
P. A. Loyet, Resident Manager  
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc.  
National Representatives

For Future **GROWTH**  
For **INCOME** now!

Buy

**2**  
in LOUISIANA

BUYING INCOME\*  
(metropolitan area)

RICH  
BATON  
ROUGE  
\$6,455\*

SHREVE-  
PORT  
\$5,796\*

NEW  
ORLEANS  
\$5,676\*

Louisiana's *second* market in size is *first* in buying power. The \$6,455 EBI per household in Baton Rouge is several lengths ahead of New Orleans and Shreveport. To sell Louisiana, buy advertising in at least two markets — the *right* two. Buy 2 in Baton Rouge.

\* Source: SM Survey, 1959. Effective buying income per household

ABC-NBC

**WBRZ**

Channel **2**

BATON ROUGE  
LOUISIANA

TOWER 1001 FT POWER 100,000 WATTS REPRESENTED BY HOLLINGBERRY

## Metropolitan Area Projections to 1965—(Cont'd)

**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

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LOUISIANA (Cont'd)															
East Baton Rouge.....	235.9	308.3	131.1			423,429	676,063	159.7			279,441	436,380	156.2		
New Orleans.....	868.1	1,015.3	117.0	26	29	1,434,282	1,970,371	137.4			888,440	1,151,209	129.6	34	35
Jefferson.....	179.2	236.0	130.1			274,334	455,792	166.1		31	137,342	224,025	163.1		
Orleans.....	660.1	726.4	110.0			1,120,499	1,439,018	128.4			744,062	915,250	123.0		
St. Bernard.....	31.8	50.9	160.0			39,489	75,601	191.4			7,016	11,934	170.1		

© SM, 1959.

## IN RICH MONROE MARKET



### JUST LOOK AT THIS MARKET DATA!

Population	1,520,100
Households	423,600
Consumer Spendable Income	\$1,761,169,000
Food Sales	\$ 300,486,000
Drug Sales	\$ 40,355,000
Automotive Sales	\$ 299,539,000
General Merchandise	\$ 148,789,000
Total Retail Sales	\$1,286,255,000

**KNOE-TV**

**CHANNEL  
8**

Monroe, Louisiana

CBS — ABC

A James A. Noe Station

—NOE ENTERPRISES, INC.,

James A. Noe, Jr., President;

Paul H. Goldman—Exec. Pres. and Gen. Mgr.

Represented by H-R Television, Inc.

**SALES MANAGEMENT**



## GEARED to SELL

# Shreveport's

### Growing Market!

Big, bustling Shreveport is growing at an unprecedented rate. Projected 1965 figures indicate a substantial 8.7% increase in metropolitan population, an impressive 28.5% increase in retail sales and a whopping 32.4% increase in effective buying income. Yes, everything's growing in Shreveport!

Make sure your sales increase accordingly in this vital growing market. Now and in the future, use the one truly regional media that sells Shreveport and its **BONUS MARKET** (the rich 18-county A.B.C. retail trade zone indicated in white on the map.)

(Source: Sales Management, November 10, 1959.)

Circulation: M & E . . . 140,140      Morning . . . 88,700  
Sunday . . . 110,210      Evening . . . 51,350

(A. B. C. Publisher's Statement for 3 months ending March 31, 1959.) Check with the Branham Man

Newspaper  
Production Co.,  
Agent for-

## The Shreveport Times - Shreveport Journal

### Metropolitan Area Projections to 1965—(Cont'd)

**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

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<b>LOUISIANA (Cont'd)</b>															
Shreveport.....	262.5	265.4	108.7	98	104	425,963	564,198	132.4	99	101	285,642	367,167	128.5	100	103
Bossier.....	48.4	52.6	108.7			72,649	106,966	147.2			37,088	57,140	150.8		
Caddo.....	214.1	232.8	108.7			353,334	457,232	129.4			247,754	310,047	125.1		
<i>Potential Area</i>															
Alexandria.....	112.4	125.4	111.6	196	197	141,561	210,005	148.3	233	218	100,120	150,984	150.8	239	211
Rapides.....	112.4	125.4	111.6			141,561	210,005	148.3			100,120	150,984	150.8		
Lafayette.....	71.7	84.9	118.4	271	265	93,224	156,548	167.9	289	254	90,708	158,630	174.9	252	205
Lafayette.....	71.7	84.9	118.4			93,224	156,548	167.9			90,708	158,630	174.9		
Lake Charles.....	135.8	176.3	129.8	170	152	224,151	335,274	149.6	172	160	132,115	187,943	142.3	192	163
Calcasieu.....	135.8	176.3	129.8			224,151	335,274	149.6			132,115	187,943	142.3		
Monroe-West Monroe.....	89.1	101.3	113.7	237	236	135,020	197,618	146.4	245	227	110,939	162,564	146.5	218	202
Ouachita.....	89.1	101.3	113.7			135,020	197,618	146.4			110,939	162,564	146.5		

© SM, 1959.

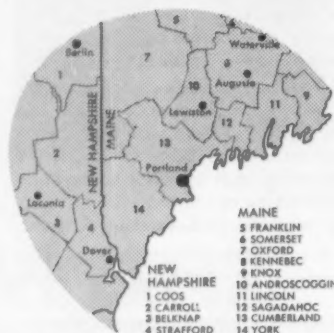
All Survey of Buying Power data are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the Survey, regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 630 Third Avenue, New York 17, N. Y., Phone YUkon 6-8557.

# WCSH-TV-6

NBC Affiliate  
Portland, Maine

Get a Bigger Audience in  
Northern New England's  
No. 1 Market

## COVERAGE



## MARKET DATA

Households .....	213,900
TV Homes .....	192,570
Effective buying income .....	\$1,222,119,000
Retail Sales .....	890,113,000
Food .....	256,112,000
Drug .....	26,770,000
Automotive .....	146,621,000

## LEADERSHIP

For five straight years every survey taken in our service area has shown you get a bigger, more receptive audience on SIX.

A matching spot schedule on Channel 2 in Bangor saves an extra 5%. See your WEED TV man.

### A MAINE BROADCASTING SYSTEM STATION

WCSH-TV (6), Portland  
WLBZ-TV (2), Bangor

WCSH-Radio, Portland  
WLBZ-Radio, Bangor

WRDO-Radio, Augusta

Sources: Sales Management & Broadcasting

## Metropolitan Area Projections to 1965--(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE AREA COUNTY	HOW MANY PEOPLE POPULATION SM Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME SM Estimates					WHAT THEY SPEND TOTAL RETAIL SALES SM Estimates				
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<b>MAINE</b>															
Standard Areas															
Lewiston-Auburn	94.6	90.1	106.5	245	253	148,453	184,128	124.0	227	235	105,883	130,858	123.6	227	234
Androscoggin	94.6	90.1	106.5			148,453	184,128	124.0			105,883	130,858	123.6		
Portland	174.7	188.3	107.8	136	143	308,169	371,766	120.6	133	143	241,963	285,879	118.1	117	131
Cumberland	174.7	188.3	107.8			308,169	371,766	120.6			241,963	285,879	118.1		
Potential Areas															
Bangor	115.5	128.7	111.4	189	194	179,280	223,429	124.6	201	209	147,411	179,996	122.1	179	188
Penobscot	115.5	128.7	111.4			179,280	223,429	124.6			147,411	179,996	122.1		
<b>MARYLAND</b>															
Standard Areas															
Baltimore	1,713.1	1,907.3	111.3	12	12	3,085,255	3,975,557	128.9	13	13	1,889,797	2,363,479	126.4	13	14
Anne Arundel	186.2	214.8	115.4			304,189	468,454	154.0			159,234	256,171	160.9		
Baltimore	1,440.4	1,692.4	117.0			2,680,326	3,387,066	126.2			1,640,698	2,023,040	123.3		
Carroll	56.1	60.0	107.0			75,721	87,763	115.9			45,832	50,691	110.6		
Howard	30.4	34.1	112.2			45,018	62,274	138.3			24,033	33,577	139.7		

© SM, 1959.

To be sure that you're basing your selection of markets and media on all available factors,  
study both the data and the advertisements in this issue.



# Portland is Maine

Portland has more people who earn more and spend more on more things than any other Maine market. For testing, Portland leads all cities in U. S. of 75,000-150,000 population.

## Portland Maine Newspapers

Press Herald • Evening Express • Sunday Telegram • Represented by The Julius Mathews Special Agency, Inc.

### Metropolitan Area Projections to 1965-(Cont'd)

**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE AREA COUNTY	HOW MANY PEOPLE POPULATION <b>SM</b> Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME <b>SM</b> Estimates					WHAT THEY SPEND TOTAL RETAIL SALES <b>SM</b> Estimates				
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<b>MARYLAND (Cont'd)</b>															
Potential Areas															
Cumberland.....	95.0	96.4	101.5	225	242	137,351	192,726	140.3	241	231	104,484	155,373	148.7	231	209
Allegany.....	95.0	96.4	101.5			137,351	192,726	140.3			104,484	155,373	148.7		
Hagerstown.....	89.1	97.7	109.7	237	240	144,585	215,115	148.8	230	217	127,753	200,116	156.6	195	177
Washington.....	89.1	97.7	109.7			144,585	215,115	148.8			127,753	200,116	156.6		
<b>MASSACHUSETTS</b>															
Standard Areas															
Boston.....	3,041.5	3,228.2	106.1	6	6	6,349,496	8,094,624	127.5	7	7	4,089,353	5,163,880	126.3	6	6
Essex.....	557.7	595.0	106.7			1,091,355	1,338,556	122.7			616,239	746,980	121.2		
Middlesex.....	1,164.9	1,267.8	108.8			2,455,814	3,321,649	135.3			1,413,616	1,955,115	138.3		
Norfolk.....	475.5	565.6	119.9			1,118,654	1,513,991	135.3			615,541	886,319	133.1		
Suffolk.....	843.4	799.8	94.8			1,683,673	1,920,428	114.1			1,543,937	1,775,466	115.0		
Brockton.....	223.5	259.3	116.0	115	113	411,956	516,199	125.3	104	111	254,840	306,256	120.2	112	120
Plymouth.....	223.5	259.3	116.0			411,956	516,199	125.3			254,840	306,256	120.2		
Fall River-New Bedford.....	399.1	417.6	104.6	62	69	694,896	794,711	114.4	63	74	401,679	443,185	110.3	72	89
Bristol.....	399.1	417.6	104.6			694,896	794,711	114.4			401,679	443,185	110.3		

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# The Billion Dollar+ WORCESTER MARKET



## 86.4% INTENSIVE COVERAGE

by the  
**Telegram-Gazette**

158,215 Daily\*\* • 102,975 Sunday\*\*

The Worcester  
**TELEGRAM AND GAZETTE**  
WORCESTER, MASSACHUSETTS

**MOLONEY, REGAN & SCHMITT, Inc.**  
National Representatives



OWNERS OF RADIO STATION WTAG AND WTAG-FM

\*E.B.I. — Sales Management Survey of Buying Power May 1959

\*\*Sales Management Survey of Buying Power May 1959

\*\*Member ABC Audit December 31, 1958

## Metropolitan Area Projections to 1965—(Cont'd)

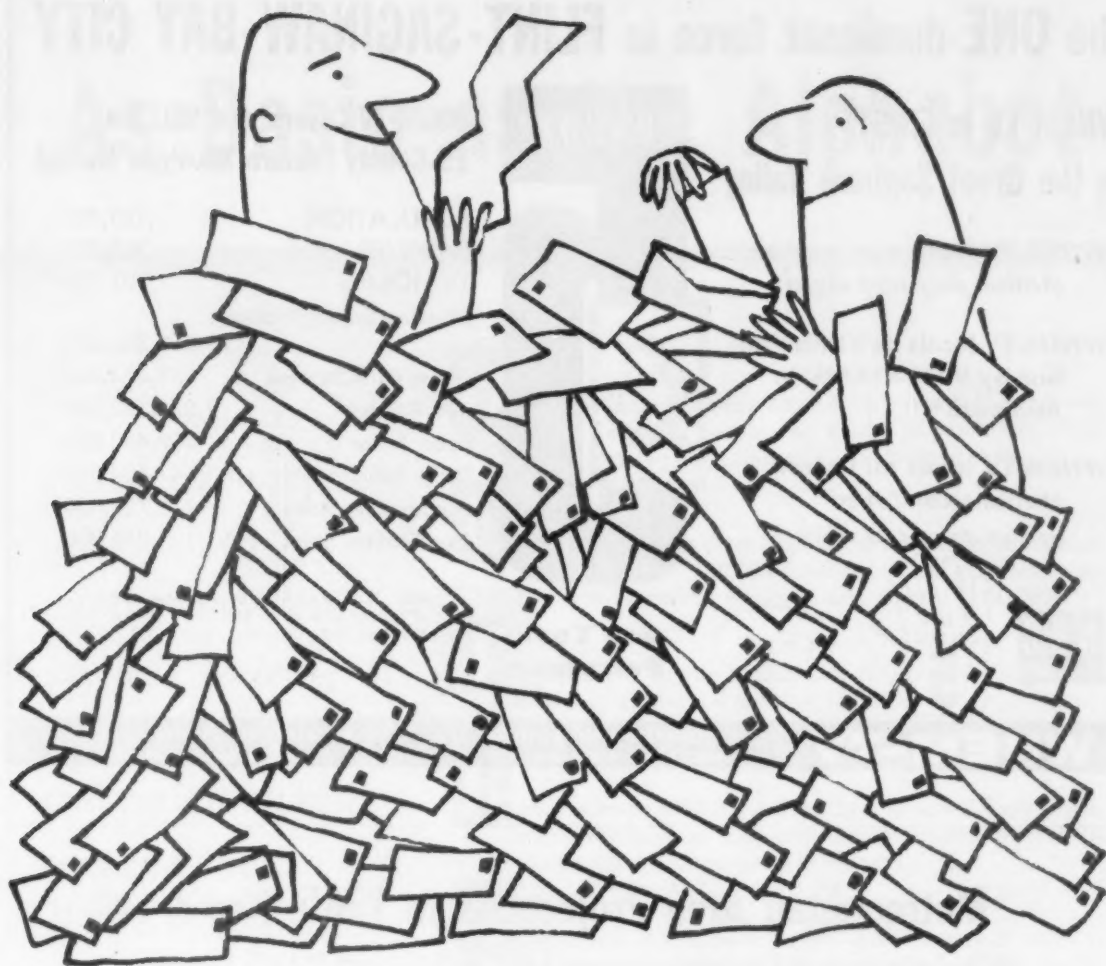
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<b>MASSACHUSETTS (Cont'd)</b>															
Pittsfield.....	139.9	147.3	105.3	166	171	266,040	327,800	123.2	148	162	169,249	207,780	122.8	164	173
Berkshire.....	139.9	147.3	105.3			266,040	327,800	123.2			169,249	207,780	122.8		
Springfield-Holyoke.....	493.7	533.1	108.0	54	59	990,886	1,210,689	122.2	82	66	620,226	743,661	119.9	53	54
Hampden.....	405.8	444.1	109.4			830,486	1,023,859	123.3			533,972	644,472	120.7		
Hampshire.....	87.9	99.0	101.3			160,520	186,830	116.4			56,254	99,189	115.0		
Worcester.....	591.4	639.5	108.1	46	51	1,112,205	1,393,863	125.3	42	47	669,589	832,433	124.3	45	49
Worcester.....	591.4	639.5	108.1			1,112,205	1,393,863	125.3			669,589	832,433	124.3		
<b>MICHIGAN...</b>															
Standard Areas															
Ann Arbor.....	162.6	182.7	112.4	147	147	295,701	450,528	152.4	138	127	187,456	289,348	154.4	151	129
Washtenaw.....	162.6	182.7	112.4			295,701	450,528	152.4			187,456	289,348	154.4		
Bay City.....	102.4	110.0	107.4	217	218	163,055	239,356	146.8	215	194	116,354	173,684	149.3	208	194
Bay.....	102.4	110.0	107.4			163,055	239,356	146.8			116,354	173,684	149.3		
Detroit.....	3,909.8	4,526.1	115.8	5	5	7,851,430	11,487,983	146.4	5	5	4,614,336	6,586,353	142.7	5	5

© SM, 1959.

### Get the Complete Picture

The advertisements in this issue—besides giving information on how best to reach and sell the various markets—frequently complement the issue's basic market data by spotlighting local developments and trends behind the SM estimates. The ads and the data go together.



## S. R. O. IN THE MAIL ROOM

We're snowed with fan mail . . . and we love it! We knew we had a good thing when complete-range programming was in the planning stages, but—frankly—we didn't anticipate the astounding results we got (and are still getting). Thousands of unsolicited letters from five states and Canada! Articles in national and local publications! Phone calls and telegrams! One man said, "It is a pleasure to be able to turn to a spot on the radio dial where honesty and integrity of purpose are the criteria for intelligent,

mature programming." How about that!

All of this response, and complete-range programming has been in effect only a few months. It's like the pleasure of having a new baby—then finding the baby can walk and talk its first day home.

The credit goes to the 134 people of WJR's staff. They've put together an assortment of good listening that offers something special for everyone who tunes in. They write the shows, produce the shows, star in the shows. It's 100% WJR.

To enjoy the results of *live* radio—radio that lives and breathes and pleases and sells 17,000,000 people in the Great Lakes area, just have your agency or ad manager get in touch with the Henry I. Christal man and join the fine company of advertisers on WJR.

**WJR** DETROIT  
760 KC 50,000 WATTS  
RADIO WITH ADULT APPEAL

# the ONE dominant force in FLINT-SAGINAW-BAY CITY

**WNEM-TV is FIRST\***  
in the Great Saginaw Valley

**WNEM-TV leads every other station day and night\***

**WNEM-TV leads its VHF neighbor by 90%—147% in Audience\***

**WNEM-TV leads all Detroit stations combined\***

\*Trendex—Feb. 16-22, 1959



**WNEM-TV Covers\* and SELLS a 25-County Eastern Michigan Market**

POPULATION ..... 1,159,700  
FAMILIES ..... 332,200  
TV HOMES ..... 301,000\*\*  
Effective Buying Income ....  
.....\$1,861,366,000  
Gross Farm Income ... 253,424,000  
Retail Sales ..... 1,274,732,000  
Food Sales ..... 309,480,000  
Drug Sales ..... 47,554,000  
Automotive Sales .... 276,727,000  
Gas Station Sales .... 123,816,000

Mkt. Data Sales Management May 1959

\*Source: NCS #3, 1958

\*\*Source: Television Mag. Sept. 1959



**See Your Petryman**

**WNEM-TV**

CENTRAL STUDIOS & OFFICES  
5700 Becker • Saginaw, Mich.

NATIONAL SALES OFFICE & STUDIOS  
Bishop Airport • Flint, Mich.

## Metropolitan Area Projections to 1965—(Cont'd)

**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

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MICHIGAN (Cont'd)															
Macomb .....	370.1	514.9	139.1			643,561	1,162,979	180.7			316,356	566,677	179.1		
Oakland .....	646.0	840.8	130.0			1,299,427	2,080,512	162.3			715,640	1,127,345	157.5		
Wayne .....	2,892.8	3,170.4	109.6			5,930,442	6,274,492	139.3			3,582,340	4,892,331	136.6		
Flint .....	366.0	446.4	122.0	70	64	718,705	1,053,128	146.5	52	60	452,882	629,971	139.1	68	64
Genesee .....	366.0	446.4	122.0			718,705	1,053,128	146.5			452,882	629,971	139.1		

© SM, 1959.

### Their Authority Is the Survey

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the 31-year-old *Survey of Buying Power*. They know the *Survey* is reliable, and rely on it. And they know too that the people they are talking to—advertisers and advertising agencies—rely on the same authority.



# As Basic as the Alphabet

*Every important advertising campaign should include Detroit... every Detroit campaign should include the WWJ stations.*

Sources: Sales Management Survey of Buying Power, 1959. Fifth Quinquennial Survey of the Detroit Market.

**D**etroit Standard Metropolitan Area contains the greatest concentration of people and wealth in Michigan: 50% of the state's population, 51% of its retail sales.

**E**ver growing, this three-county area has a population of 3,800,000 and 1,120,000 families. (Total population in the WWJ stations' coverage area is over 7,000,000.)

**T**he effective buying income per family is \$7,013—considerably above the national average.

**R**etail sales in 1958 totaled nearly 5 billion dollars. Food, automotive, drug and cosmetic purchases were high on the list of consumer expenditures.

**O**utstanding in volume of bank debits ("money at work"), Detroit ranks fourth in the nation, surpassed only by New York, Chicago, and Los Angeles.

**I**n Detroit, 81% of families own one or more automobiles.

**T**o the people of Detroit and southeastern Michigan, the WWJ stations are time-tested friends; believable, trustworthy, always welcome.

the **BELIEVABILITY** stations

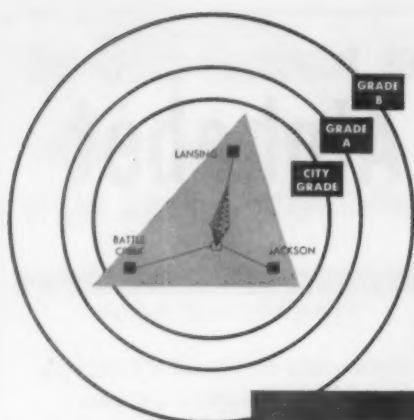
**WWJ** AM and FM  
**RADIO**  
Detroit's Basic Radio Station

original  
**NBC**  
affiliates

**WWJ-TV**  
Michigan's First Television Station

Owned and operated by The Detroit News

National Representatives: Peters, Griffin, Woodward, Inc.



THE NEW LOOK IN TELEVISION!

# WILX-TV

CHANNEL **10** SERVING MICHIGAN'S  
GOLDEN TRIANGLE



FULL POWER: Video—316,000 watts  
Audio—174,000 watts  
Antenna height—983

**RIGHT NOW**  
is the time to contact

**VENARD,  
RINTOUL &  
McCONNELL, INC.**

for complete  
market information

**WILX-TV Serves and sells the Golden Triangle of  
LANSING-JACKSON-BATTLE CREEK  
MICHIGAN'S NUMBER 1 MARKET outside Detroit**

TOTAL STATE EXCLUDING METROPOLITAN DETROIT

B SIGNAL AREA

Population	46.2%	Retail Food Sales	45.8%
Households	45.6%	Retail Drug Sales	50.2%
TV Households	46.7%	Retail Automobile	50.3%
Farm Population	34.2%	Retail Filling Stations	47.5%
Retail Sales	48.2%	Gross Farm Income	40.0%

## Metropolitan Area Projections to 1965—(Cont'd)

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<b>MICHIGAN (Cont'd)</b>															
Grand Rapids.....	348.0	378.8	108.9	72	76	639,398	699,483	140.7	67	65	423,021	588,459	139.1	70	68
Kent.....	348.0	378.8	108.9			639,398	699,483	140.7			423,021	588,459	139.1		
Jackson.....	130.9	142.4	108.8	175	181	221,672	330,464	149.1	174	161	146,293	222,091	151.8	180	163
Jackson.....	130.9	142.4	108.8			221,672	330,464	149.1			146,293	222,091	151.8		
Kalamazoo.....	160.2	187.0	116.7	148	146	291,896	505,293	173.2	139	114	228,803	414,908	182.9	126	94
Kalamazoo.....	160.2	187.0	116.7			291,896	505,293	173.2			228,803	414,908	182.9		
Lansing.....	302.9	343.8	113.5	79	87	565,436	818,963	144.8	77	69	342,017	485,666	142.0	85	81
Clinton.....	35.0	36.8	105.1			48,886	69,267	141.7			28,216	40,326	142.9		
Eaton.....	48.8	52.9	108.4			72,692	99,933	137.5			38,083	51,284	134.7		
Ingham.....	219.1	254.1	116.0			443,058	649,783	146.4			275,718	394,056	142.9		
Muskegon.....															
Muskegon Heights.....	147.9	165.1	111.6	158	162	233,457	350,954	150.3	167	152	162,728	247,039	151.8	168	152
Muskegon.....	147.9	165.1	111.6			233,457	350,954	150.3			162,728	247,039	151.8		
Saginaw.....	187.2	207.6	110.9	129	134	316,506	448,247	141.6	130	129	201,761	280,667	139.1	138	135
Saginaw.....	187.2	207.6	110.9			316,506	448,247	141.6			201,761	280,667	139.1		
<b>Potential Areas</b>															
Battle Creek.....	141.0	155.5	110.3	164	168	248,308	365,516	147.2	158	147	156,588	231,750	148.0	174	157
Calhoun.....	141.0	155.5	110.3			248,308	365,516	147.2			156,588	231,750	148.0		
Benton Harbor-St. Joseph.....	180.8	178.3	118.2	153	151	246,692	370,729	150.3	161	144	170,457	251,196	147.4	162	149
Berrien.....	150.8	178.3	118.2			246,692	370,729	150.3			170,457	251,196	147.4		
Port Huron.....	101.5	104.2	102.7	218	231	162,306	221,208	136.3	217	212	117,332	160,238	136.6	206	204
St. Clair.....	101.5	104.2	102.7			162,306	221,208	136.3			117,332	160,238	136.6		

© SM, 1959.



## It Takes 30 Major Trucking Firms to serve the Growing Saginaw Market

The importance of the fast-growing Saginaw market as a manufacturing, agricultural and shipping center is emphasized by the fact that it is regularly served by thirty of the nation's major trucking firms in addition to three railroads, a major airline and ships from all the world's great ports.

Millions of dollars now being spent for the expansion of trucking facilities in Saginaw is further evidence of the faith in the growth of this bustling, hustling market. The recent completion of one \$5 million trucking terminal and the construction and expansion of three more in the area are proof of the facilities necessary

to handle the tremendous volume of freight traffic in this booming outstate Michigan market.

Yes, all this activity—all this growth is found in Saginaw's high employment market where consumers spend far above the national average for the things you have to sell. Saginaw is a region known for its assured industrial and agricultural future—a region where you can establish your product easily and quickly by concentrating your sales message in The Saginaw News. Here it will be seen by more than 175,000 readers, and you pay only 23 cents a line for a net paid circulation of 50,876\*.

\*ABC Publisher's Statement March 31, 1959

*"The daily newspaper is the total selling medium"*

### THE SAGINAW NEWS

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

NOVEMBER 10, 1959

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# Metropolitan Area Projections to 1965-(Cont'd)

**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

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<b>MINNESOTA</b>															
<i>Standard Areas</i>															
Duluth-Superior	278.4	290.0	104.2	89	101	463,228	577,249	124.6	92	98	318,036	394,163	123.9	92	95
St. Louis	230.5	241.0	104.6			386,681	482,698	124.8			268,046	331,697	123.7		
Douglas	47.9	49.0	102.4			76,547	94,551	123.5			49,990	62,488	125.0		
Minneapolis-St. Paul	1,394.2	1,586.9	113.8	14	14	2,672,294	3,556,096	133.1	14	15	1,846,769	2,407,467	130.4	14	13
Anoka	99.1	99.5	101.5			85,360	150,684	176.7			40,439	67,223	166.2		
Dakota	66.1	84.9	124.7			102,603	134,995	131.3			61,351	74,942	122.2		
Hennepin	805.6	903.4	112.2			1,627,188	2,126,813	130.6			1,150,456	1,472,827	128.0		
Ramsey	419.3	461.0	109.9			794,669	1,063,936	133.9			560,190	749,742	133.6		
Washington	42.2	46.1	114.0			62,224	80,468	129.3			34,333	43,033	125.3		
<i>Potential Areas</i>															
<i>Grand Forks</i>															
East Grand Forks	65.9	93.4	106.7	242	246	127,749	174,363	136.5	249	245	122,819	170,402	138.6	199	196
Polk	38.0	36.7	101.8			82,273	71,912	130.1			42,750	56,762	132.8		
Grand Forks (N. Dak.)	47.9	54.7	114.2			72,478	102,451	141.4			80,169	113,640	141.8		
Rochester	51.2	51.5	100.6	296	297	87,252	121,423	139.2	291	287	87,150	127,748	146.6	259	240
Orsted	51.2	51.5	100.6			87,252	121,423	139.2			87,150	127,748	146.6		
St. Cloud	65.3	95.0	111.4	243	244	112,609	154,657	137.3	272	257	87,321	120,578	136.1	258	250
Stearns	65.3	95.0	111.4			112,609	154,657	137.3			87,321	120,578	136.1		
<b>MISSISSIPPI</b>															
<i>Standard Areas</i>															
Jackson	168.2	195.8	116.4	141	137	223,927	265,251	118.5	173	163	185,773	223,113	120.1	153	162
Hinds	168.2	195.8	116.4			223,927	265,251	118.5			185,773	223,113	120.1		
<i>Potential Areas</i>															
Biloxi-Gulfport	115.2	144.0	125.0	192	179	156,534	195,969	125.2	222	229	104,797	135,817	129.6	230	229
Harrison	115.2	144.0	125.0			156,534	195,969	125.2			104,797	135,817	129.6		
Greenville	72.6	73.4	101.1	270	283	69,644	73,596	105.7	297	298	60,785	61,466	101.2	296	298
Washington	72.6	73.4	101.1			69,644	73,596	105.7			60,785	61,466	101.2		
Meridian	66.5	66.0	103.8	278	280	71,558	86,530	120.9	296	297	70,665	85,326	120.7	293	290
Lauderdale	66.5	66.0	103.8			71,558	86,530	120.9			70,665	85,326	120.7		
<b>MISSOURI</b>															
<i>Standard Areas</i>															
Kansas City	1,017.4	1,177.4	115.7	22	24	2,066,727	2,820,648	135.2	20	22	1,399,686	1,776,482	126.9	21	23
Johnson (Kans.)	132.2	196.4	150.1			391,976	583,760	193.3			113,391	229,340	202.3		
Wyandotte (Kans.)	196.7	224.8	114.3			327,219	389,522	119.0			170,705	190,505	111.6		
Clay	81.9	121.9	148.8			154,396	263,156	170.4			136,976	209,442	150.7		
Jackson	606.6	632.3	104.2			1,363,136	1,584,210	121.6			976,612	1,147,115	117.5		
St. Joseph	102.9	107.9	104.9	216	224	178,663	220,836	123.6	262	213	115,094	141,552	123.0	212	222
Buchanan	102.9	107.9	104.9			178,663	220,836	123.6			115,094	141,552	123.0		
St. Louis	2,063.2	2,354.2	114.0	9	10	3,933,509	5,270,266	134.0	10	10	2,399,000	3,128,926	130.4	10	10
Madison (Ill.)	222.5	286.7	115.4			415,400	555,028	133.6			226,196	293,346	129.7		
St. Clair (Ill.)	247.3	276.5	112.6			425,990	569,373	133.7			247,991	325,651	131.3		
Jefferson	66.5	104.4	157.0			100,824	149,848	148.6			39,044	49,538	126.9		
St. Charles	39.0	46.2	118.5			60,062	86,448	143.9			43,607	61,651	141.8		
St. Louis	1,489.9	1,666.4	112.0			2,931,213	3,909,571	133.4			1,842,170	2,398,538	130.2		
Springfield	121.6	130.2	106.9	185	192	196,135	277,024	139.8	186	177	144,443	205,673	142.4	184	174
Greene	121.6	130.2	106.9			196,135	277,024	139.8			144,443	205,673	142.4		
<i>Potential Areas</i>															
Joplin	112.3	116.6	103.8	197	207	166,267	206,959	125.7	212	219	133,772	169,390	126.6	190	196
Jasper	82.8	85.9	103.7			127,793	159,250	124.6			105,263	131,905	125.2		
Newton	29.5	30.7	103.9			38,474	49,708	129.2			28,509	37,593	131.9		
<b>MONTANA</b>															
<i>Potential Areas</i>															
Billings	79.1	96.8	122.4	257	241	139,780	187,295	134.0	237	232	116,540	149,956	128.7	207	212
Yellowstone	79.1	96.8	122.4			139,780	187,295	134.0			116,540	149,956	128.7		
Butte-Anaconda	81.0	89.9	111.0	253	254	138,342	171,667	124.1	239	246	90,867	108,828	120.0	253	261
Deer Lodge	21.4	23.6	110.3			33,550	42,585	126.9			18,181	22,646	124.6		
Silver Bow	66.6	66.3	111.2			104,792	129,082	123.2			72,486	86,182	118.9		
Great Falls	71.6	86.1	123.2	273	259	135,353	179,278	132.5	243	239	102,944	129,814	126.1	234	236
Cascade	71.6	86.1	123.2			135,353	179,278	132.5			102,944	129,814	126.1		
<b>NEBRASKA</b>															
<i>Standard Areas</i>															
Lincoln	145.0	167.7	115.7	160	159	200,649	387,626	138.2	142	141	194,620	266,188	136.8	145	141
Lancaster	145.0	167.7	115.7			200,649	387,626	138.2			194,620	266,188	136.8		
Omaha	436.0	482.6	110.7	61	60	812,190	1,033,408	127.2	61	61	567,700	700,294	123.4	57	58
Pottawattamie (Iowa)	75.0	77.3	103.1			124,673	140,113	112.4			74,311	81,474	109.6		
Douglas	332.3	367.6	110.6			638,327	815,563	127.8			480,087	586,046	124.6		
Sapry	28.7	37.7	131.4			49,190	77,712	158.0			13,302	20,764	156.1		

© SM, 1959.



~~650,000~~  
Now ~~640,000~~ Sunday-MINNEAPOLIS SUNDAY TRIBUNE

~~500,000~~  
Now ~~500,000~~ Daily-MINNEAPOLIS STAR and TRIBUNE  
**515,000**

THE MINNEAPOLIS **STAR**

MINNEAPOLIS TEMPERATURES  
 Midnight... 53 5 a.m. .... 46 10 a.m. ... 36  
 1 a.m. .... 53 6 a.m. .... 45 11 a.m. ... 40  
 2 a.m. .... 53 7 a.m. .... 44 Noon ..... 43  
 3 a.m. .... 50 8 a.m. .... 47 1 p.m. .... 42  
 4 a.m. .... 48 9 a.m. .... 53 \*Confidential  
 1959 high, 94; low, 46. Precip. 12 a.m. to noon, 0.

XXXX-NO. 122

Four Sections

All-Berlin Proposal

Taxes Expected  
Extra Se

*Circulation UP in the UPPER Midwest!*

# Minneapolis Star and Tribune

EVENING

MORNING and SUNDAY

**650,000 SUNDAY • 515,000 DAILY**



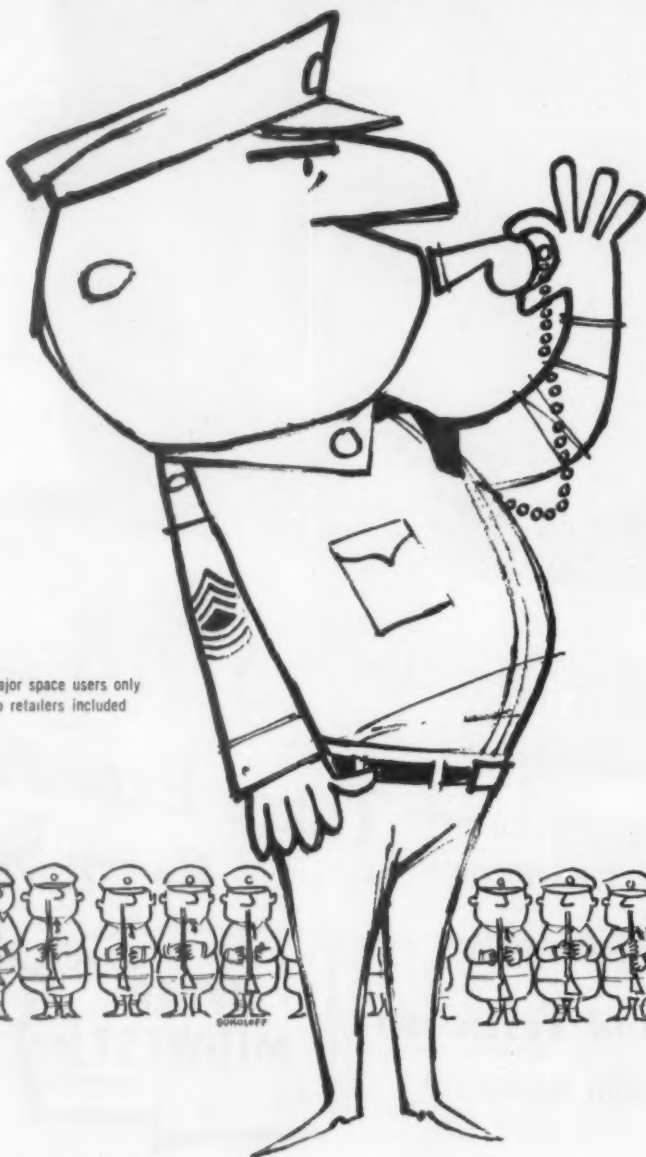
NOVEMBER 10, 1959

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# Roll Call

## of national advertisers in The Kansas City Star in 1959\*

By their continuing use of Kansas City Star advertising, these, the nation's outstanding manufacturers and merchandisers, indicate their recognition of the expanding Kansas City market and the unparalleled circulation coverage of The Star.



\*Major space users only  
No retailers included

Abbott Laboratories  
Acme Quality Paints, Inc.  
Adams Dairy  
Allis-Chalmers Manufacturing Co.  
All-Year Club of California  
Aluminum Company of America  
American Bakeries  
American Dairy Association  
American Express  
American Home Magazine  
American Iron & Steel Institute  
American Life & Accident  
American Motors  
American President Lines  
American Safety Razor  
American Tobacco  
American Viscose  
Anchor Posts  
Arkansas Publicity & Parks  
Armour & Co.  
Armour Fertilizer  
Armstrong Cork  
Arnold Bernhard  
Ash Grove Lime & Port. Cement  
Ass'n of American Railroads  
Associated Loan  
Atlas Supply  
Austex Foods

C. S. Baby Products  
Bache & Co.  
Badger Paper Mills  
Bahamas Development Board  
Beacon Wax  
Beatrice Foods  
Beltone Hearing Aid  
Bendix Aviation  
Beneficial Finance  
Berkshire Knitting Mills  
Berry Tours  
Better Homes & Gardens  
Birdseye  
Black, Sivalls & Bryson  
Block Drug  
Blyth & Co.  
Borden  
Boyle-Midway  
Brach Candies  
Braniff International  
Breast-O-Chicken Tuna  
Brillo Manufacturing  
Bristol-Myers  
British Travel Association  
E. L. Bruce  
Buick  
Calvin Bullock  
W. Atlee Burpee  
Butler Manufacturing Company  
Butternut Coffee

Cadillac  
Cakebox Bakeries  
C&H Sugar  
California Packing  
California Spray Chemical  
Campana  
Campbell Soup  
Campho-Phenique  
Canada Dry  
Canadian Government Travel Bureau  
Canadian National  
Canadian Pacific  
Candy Gram  
Cannon Mills  
Canute Company  
M. Capp Manufacturing Company  
Caravan Tours  
Carnation Company  
Carol Cookies  
Carrier  
William Carter  
Cat's Paw  
Central Airlines

Chesbrough-Ponds  
Chevrolet  
Chicago, Burlington & Quincy  
Chicago, Duluth & Georgian Bay Transit  
Chicago Great Western  
Chicago, Milw., St. P. & Pacific  
Chicago, Rock Island, & Pacific  
Chrysler  
Cities Service  
City of San Antonio  
Clabber Girl  
Clearasil  
Clorox Chemical  
Coast Fisheries  
Coca-Cola  
Colgate-Palmolive  
Hal Collins  
Colorado Springs Cham. of Com.  
Colorado Dept. Public Relations  
Columbus Plastic Products  
Comstock Food  
Congoleum-Nairn  
Consolidated Cigar  
Consolidated Royal Chemical  
Continental Air Lines  
Continental Baking  
Continental Casualty  
Continental Oil  
Continental Trailways  
Cook Chemical  
Cooks Paint & Varnish Co.  
Corn Products Refining  
Creamette Macaroni  
Crown Coach Lines  
Creomulsion  
Cunard  
Helene Curtis  
Curtis Publishing

Davis Paint  
Daystrom, Inc.  
DeJur-Amsco  
Delta Airlines  
Derby Refining  
DeSoto  
Dinner-of-the-Month Club  
Dodge  
Dominican Republic  
Dormeyer  
Downey Flake Waffles  
Dow Chemical  
Dow-Jones  
Dow Theory Forecasts  
Doyle Packing  
Dunlop Tires  
E. I. DuPont  
Francis I. DuPont & Co.

Eastman Chemical  
Eastman Dillon  
Eastman Kodak  
Eaton & Howard  
S. M. Edison Chemical  
Elms Hotel  
El Producto  
Esquire  
Eversharp  
Evinrude  
Ezo Company  
Fairbank-Whitney  
Fairmount Dairies  
Farm & Home Equipment  
Farm & Home Saving & Loan  
Farmers Insurance  
Fasteeth  
H. Fendrich  
Henry Field Seed Company  
Firestone  
First Boston Corporation  
First National City Bank  
Fleetwood Company

Florida Citrus Commission  
State of Florida  
Florist Telegraph  
Folger's Coffee  
Ford  
Foremost Dairies  
Formit  
Foster Travel Service  
Frank's Pure Food  
Frank's Tea & Spice  
R. T. French  
French Line  
Frigidaire  
Fritos  
Frontier Air Lines  
Frozen-Rite Products

Garden City Nurseries  
General Cigar  
General Electric  
General Foods  
General Mills  
General Motors Acceptance  
General Motors  
General Petroleum  
General Tire & Rubber  
Gerber Products  
G. H. P. Cigar Company  
Gillette  
Glessner Company  
Glidden  
Golden Peacock  
Gold Seal  
B. F. Goodrich  
Goodyear  
Great Northern  
Great Western Sugar Refining  
Green Giant  
Grocery Store Products  
Groves Laboratories  
Gustin-Bacon

Hall Brothers  
Halsey, Stuart & Co.  
Harrison Radiator  
Harris, Upham  
Hawaiian Pineapple  
Hawthorn-Melody Farms Dairy  
H. J. Heinz  
Henry Holt  
Hertz System  
Heublin  
Holland-American Lines  
Hollywood Bread  
Hoover Company  
Hotpoint  
E. F. Hutton

Idaho Potatoes  
Illinois Canning  
Institute of Life Insurance  
IBM  
International Harvester  
Int'l Ladies Garment Workers  
International Milling  
International Nickel  
Inter-State Nurseries

Jackson & Perkins  
Andrew Jergens  
Johnson Outboard Motors  
Johnson's Wax

Kansas City Southern  
Kasco Mills  
Kellogg  
Kelly-Western Seed  
Kendall Company  
Keystone Camera  
Keystone Mushroom  
Keystone Company  
Kidder, Peabody  
Kimberly-Clark  
Kiplinger Letter  
Kitchens of Sara Lee  
Kitty Clover Potato Chips  
Knights of Columbus  
Knox Gelatine  
Kraft Foods  
Kress & Owen  
Kretschmer Corporation  
Kurland Motor

LaChoy  
Lambert-Hudnut  
Lambert Pharmacal  
Larus Brother  
Lavoptic  
Lawry Products  
H. D. Lee  
James Lee & Sons  
Lever Brothers  
Libby, McNeil & Libby  
Liggett-Myers  
Lilienfeld Brothers  
T. J. Lipton  
Hugh W. Long  
Look Magazine  
P. Lorillard  
Joe Lowes  
Lykes Lines

McCall's  
Manitoba Bureau of Travel  
Matson Navigation  
Louis Maull  
Maytag  
Merchant's Biscuit  
Merck  
Mercury Outboard Motors  
Merrill, Lynch, Pierce, Fenner  
& Smith  
Michigan Peat  
Midland Company  
Midland Empire Insurance  
Midland Pharmacal  
Miles Laboratories  
Milner Products  
Milnot  
Minneapolis-Honeywell  
Minnesota Mining  
Minute Maid  
Missouri Division Resources  
Missouri-Kansas-Texas Lines  
Missouri Pacific  
Mitsubishi International  
Monico  
John Morrell  
Morton Packing  
Morton Salt  
Moto Mower  
Murine Company  
Mutual of Omaha

National Biscuit  
National Carbon

National Cranberry Association  
National Dairy  
National Securities & Research  
Neosho Nursery  
Nestle  
New Mexico Tourist Bureau  
New York Life Insurance  
N. Y. K. Line  
Niagara Therapy  
Niles & Moser Cigar  
Norex Laboratories  
North American Philips  
Northern Pacific  
Northern Paper Mills  
Norton Company  
Norwich Pharmacal  
Noxema Chemical  
Nutrena Dog Food

Old American Insurance  
Oldsmobile  
Olin-Mathieson  
One William Street Fund  
Open Pit Bar-B-Q Sauce  
O'Sullivan Rubber  
Otarion Hearing Aids  
Otoe Food Products  
Ozark Airlines

Pacific Citrus Products  
Pacific Intermountain Express  
Pacific Mills  
Palm Beach  
Pam Industries  
Paper-Mate  
Joseph Paramet  
Parker Pen  
Mrs. Pauls Kitchens  
Peabody Coal  
Pen Jet  
Pennsylvania Salt  
Penn Mutual Life  
Pepsi Cola  
Personal Products  
Peterson Ointment  
Pharma-Craft  
Pharmaco  
Philco  
Philip Morris  
Phillips Petroleum  
Phipps Products  
Phoenix Chamber of Commerce  
Pillsbury  
Pittsburgh Plate Glass  
Plough  
Plymouth  
Polaroid Sunglasses  
Pontiac  
Popular Science  
Prentice Hall  
Prince Matchabelli  
Procter & Gamble  
Pro-phy-lac-tic Brush  
Province of Manitoba  
Prudential Life  
Public Service Electric & Gas  
Purity Cheese  
Puro Filter Corporation

Quaker Oats

R. P. M. Manufacturing  
Radio Corporation  
Raeford Worsted

Rain Jet  
Ralston Purina  
Rath Packing  
Reader's Digest  
Real Gold Citrus  
Red Diamond Potato Chips  
R. C. A. Victor  
R. C. A. Whirlpool  
Reese Finer Foods  
R. J. Reynolds  
Relax-a-Cizor  
Remington Rand  
Resinol Chemical  
Revere Camera  
Revlon Products  
Rexall  
R. B. Rice  
Robb-Ross  
Rolley, Incorporated  
Ronson  
Roper Ranges  
Helena Rubinstein  
Rustain Products

St. Louis & San Francisco R. R.  
St. Martin's Press  
Sani-Wax  
Santa Fe Railroad  
A. Schilling  
Dr. Scholls  
Schulze & Burch  
Scott Paper  
Scripto  
Seabrook Farms  
Sealy  
Seidlitz Paint  
Sealtest Milk  
Seven 7-Up  
Shaler Company  
W. A. Sheaffer Pen Company  
Sheffield Steel  
Sherwin-Williams  
Shulton  
Shwayder Brothers  
Silent Automatic  
Simon & Schuster  
Simoniz  
Sinclair  
Sioux Honey  
Siroil Laboratories  
Skelly  
Skyway Luggage  
A. O. Smith  
Socony-Vacuum  
Soilax  
Southwestern Bell Telephone  
Southwestern Greyhound Lines  
Speas Vinegar  
Spencer Chemical  
Sperry Candy  
Spring Mills  
Standard Brands  
Standard Knitting Mills  
Standard Oil Company  
Star Kist Tuna  
Steel Co. Co-ordinating Comm.  
A. Stein  
Stephano Brothers  
Sterling Drugs  
Stern's Nurseries  
Stix Products  
Stokley-Van Camp  
Stouffer  
Levi Strauss  
Studebaker-Packard

\*Sugar Information, Incorporated  
Summit Encyclopedia  
Sunbeam  
Sunkist  
Sunshine Biscuit  
Surprise Bra  
Swift & Co.  
J. H. Swisher & Son  
Sylvania Electric

Tampax  
Tennessee Division Information  
Tension Envelope  
Texaco  
Thompson Water Seal  
Tidy House Products  
Time  
Toni  
Tonsilene  
Top Value Enterprises  
Toro Manufacturing  
Trans Continental Airlines  
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Triangle Publishing  
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Union Pacific  
United Airlines  
United Artists  
United Business Service  
US News & World Report  
United States Rubber  
U. S. Steel  
U. S. Tobacco  
Upjohn

Value Line Inv. Survey  
Vanderbilt Better Tours  
Velsicol Chemical  
Vendo Company  
Vick Chemical  
Viking Air Products  
Viking Press

Wabash  
Waddell & Reed  
Warner Brothers  
Water Master  
Weatherite  
Weller Electric  
Wellington Fund  
Wesson Oil & Snowdrift Sales Co.  
Western Electric  
Westinghouse Electric  
Western & Southern Life  
Westley Industries  
Whistle-Vess  
Whitehall Pharmacal  
Whitman  
Whitney Seed  
Willis Motor  
Wilson & Co.  
Wilson Sporting Goods  
Dean Witter  
Wright's Smoke  
Wyler & Co.  
World Publishing Company

York Pharmacal  
Yuba Power Products  
Zenith



# THE KANSAS CITY STAR

**KANSAS CITY**  
1729 Grand Ave.  
Harrison 1-1200

**CHICAGO**  
202 S. State St.  
WEbster 9-0532

**NEW YORK**  
21 E. 40th St.  
Murray Hill 3-6161

**SAN FRANCISCO**  
625 Market St.  
GARfield 1-2003

NOVEMBER 10, 1959

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# Metropolitan Area Projections to 1965—(Cont'd)

**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE AREA COUNTY	HOW MANY PEOPLE POPULATION <b>SM</b> Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME <b>SM</b> Estimates					WHAT THEY SPEND TOTAL RETAIL SALES <b>SM</b> Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1958 (\$000)	Net E. B. I. 1965 (\$000)	Index of Growth 1958- 1965	Rank in USA 1958	Rank in USA 1965	Retail Sales 1958 (\$000)	Retail Sales 1965 (\$000)	Index of Growth 1958- 1965	Rank in USA 1958	Rank in USA 1965
<b>NEVADA</b>															
<i>Potential Areas</i>															
Las Vegas	125.7	186.0	149.6	181	144	248,259	401,612	161.8	159	136	186,808	286,884	153.6	182	130
Clark	125.7	186.0	149.6			248,259	401,612	161.8			186,808	286,884	153.6		
Reno	82.6	109.8	132.9	248	219	181,434	272,455	150.2	196	180	143,972	209,885	145.8	185	172
Washoe	82.6	109.8	132.9			181,434	272,455	150.2			143,972	209,885	145.8		
<b>NEW HAMPSHIRE</b>															
<i>Standard Areas</i>															
Manchester	166.5	179.7	107.9	142	150	304,728	393,593	129.2	135	130	218,433	284,276	130.1	130	133
Hillsborough	166.5	179.7	107.9			304,728	393,593	129.2			218,433	284,276	130.1		
<b>NEW JERSEY</b>															
<i>Standard Areas</i>															
Atlantic City	182.0	184.5	101.8	151	169	280,644	325,944	116.1	143	163	235,275	264,887	112.6	121	142
Atlantic	182.0	184.5	101.8			280,644	325,944	116.1			235,275	264,887	112.6		
Camden															
Jersey City	650.0	652.6	100.4	37	50	1,319,815	1,411,673	107.0	36	45	601,664	624,566	103.8	54	66
Hudson	650.0	652.6	100.4			1,319,815	1,411,673	107.0			601,664	624,566	103.8		
Newark	1,700.3	1,811.9	106.6	13	13	3,931,490	4,842,778	123.2	11	12	2,175,513	2,612,634	120.1	12	12
Essex	1,003.9	1,025.9	102.2			2,300,446	2,684,908	116.7			1,271,530	1,438,132	113.1		
Morris	215.1	257.8	119.9			460,136	623,344	135.5			259,353	338,810	130.7		
Union	461.4	526.2	109.7			1,170,914	1,534,526	131.1			644,680	835,692	128.6		
N.Y.-Newark-Jersey City (N.J. portion only)	3,948.8	4,355.0	110.3			8,881,086	11,448,704	128.9			4,888,531	6,210,700	127.7		
Paterson-Clifton-Passaic	1,116.9	1,314.4	117.7	18	19	2,644,002	3,853,812	145.8	15	14	1,580,582	2,292,186	145.1	16	15
Bergen	740.0	928.6	125.2			1,835,599	2,782,279	151.6			997,202	1,503,815	150.6		
Passaic	376.9	367.8	102.9			806,403	1,071,533	132.5			583,390	789,371	135.3		
Trenton	270.0	290.5	107.6	95	99	571,621	775,780	135.7	74	75	424,745	583,497	137.4	69	70
Mercer	270.0	290.5	107.6			571,621	775,780	135.7			424,745	583,497	137.4		
<i>Potential Areas</i>															
Vineland-Bridgeton	106.1	116.4	109.7	208	206	181,650	251,890	138.7	197	191	172,861	242,825	140.5	160	154
Cumberland	106.1	116.4	109.7			181,650	251,890	138.7			172,861	242,825	140.5		
<b>NEW MEXICO</b>															
<i>Standard Areas</i>															
Albuquerque	238.5	324.1	135.9	109	91	420,076	679,935	161.9	101	86	303,475	459,438	151.4	94	84
Bernalillo	238.5	324.1	135.9			420,076	679,935	161.9			303,475	459,438	151.4		
<b>NEW YORK</b>															
<i>Standard Areas</i>															
Albany-Schenectady-Troy	680.7	709.5	104.2	33	43	1,364,811	1,720,065	126.0	35	37	798,004	990,478	124.1	37	40
Albany	263.6	291.7	102.9			573,094	722,609	126.1			374,073	466,874	124.8		
Rensselaer	145.1	147.4	101.6			274,674	356,443	129.8			158,638	207,631	130.9		
Saratoga	65.5	90.3	105.0			152,135	191,132	125.6			78,663	96,441	122.6		
Schenectady	186.5	180.1	106.2			364,968	449,871	123.3			186,630	219,532	117.6		
Binghamton	200.1	216.4	104.9	121	131	402,520	515,317	128.0	107	112	245,851	310,916	126.5	115	118
Broome	200.1	216.4	104.9			402,520	515,317	128.0			245,851	310,916	126.5		
Buffalo	1,339.7	1,500.7	112.1	15	16	2,560,337	3,818,023	137.0	16	16	1,610,255	2,180,211	135.4	15	16
Erie	1,108.0	1,246.5	112.4			2,128,843	2,925,841	137.4			1,343,085	1,824,628	135.9		
Niagara	230.1	254.2	110.5			439,494	582,182	134.7			267,170	355,583	133.1		
N.Y.-Newark-Jersey City	14,521.7	16,270.9	112.1			33,154,677	44,671,992	135.3			18,838,382	25,220,703	133.9		
New York	10,672.9	11,915.9	112.7	1	1	24,273,591	33,423,288	137.7	1	1	13,949,811	18,980,003	136.1	1	1
Bronx	1,417.6	1,460.6	103.0			2,951,351	3,768,120	127.7			1,148,820	1,459,202	127.0		
Kings	2,569.5	2,671.3	104.0			5,263,043	6,999,562	125.4			2,446,101	3,012,417	123.2		
Nassau	1,306.7	1,693.8	145.0			3,349,652	5,806,224	173.4			1,944,710	3,297,076	169.5		

1 Included in Philadelphia Metropolitan Area.

© SM, 1959.

## Monthly High-Spot Cities Sales Forecast — Two Months Ahead

In every first issue of the month SALES MANAGEMENT forecasts what the next month's retail sales will be in leading U. S. and Canadian cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The *Survey of Buying Power* gives you sales for the latest complete year. In between the current *Survey* and its successor, "High-Spot Cities" alerts you to changes in the making . . . each month.



**Now It's Official** "The same story we  
have been telling for years"

The Bureau of the Budget, Executive Office of the President,  
has created a new Metropolitan area by joining

# PASSAIC and BERGEN COUNTIES as the PATERSON-CLIFTON-PASSAIC METROPOLITAN AREA

In 445 square miles advertisers now have a concentrated sales area with wonderful potentials. The new metropolitan area has been notably prosperous for years and will continue to expand in population and buying power as shown in the following figures from this issue of Sales Management.

	1958	1965	Total Growth	% Growth
Population	1,116,900	1,314,400	197,500	17.7
Buying Power	\$2,644,002,000	\$3,853,812,000	\$1,209,810,000	45.8
Retail Sales	\$1,580,582,000	\$2,293,186,000	\$712,604,000	45.1

## LOOK NOW AT THE HERALD-NEWS CITY ZONE

According to 1959 Sales Management Survey of  
Buying Power—The Herald-News City Zone has:

Households	81,600
Per Family Income	\$7,401
Total Retail Sales	326,984,000
Food Sales	99,210,000
Eating & Drinking	27,857,000
General Mdse.	21,981,000
Apparel	32,429,000
Furniture & Appliances	16,838,000
Automotive	51,734,000
Gas Stations	18,701,000
Lumber-Bldg.-Hdwre.	23,328,000
Drug Stores	8,656,000

## THE HERALD-NEWS

of Passaic-Clifton, N. J.

### PASSAIC-CLIFTON

ranks 4th among all cities in the State, in number of  
householders, but 3rd in Buying Income.

It's A.B.C., city zone retail sales of \$326,984,000  
average \$8,958,465 per square mile compared with  
\$3,551,847 per square mile average for Paterson-Passaic-  
Clifton Metropolitan Area.

This in itself is a PLUS advantage for potential ad-  
vertisers.

### A. B. C. Circulations in Passaic-Clifton City Zone

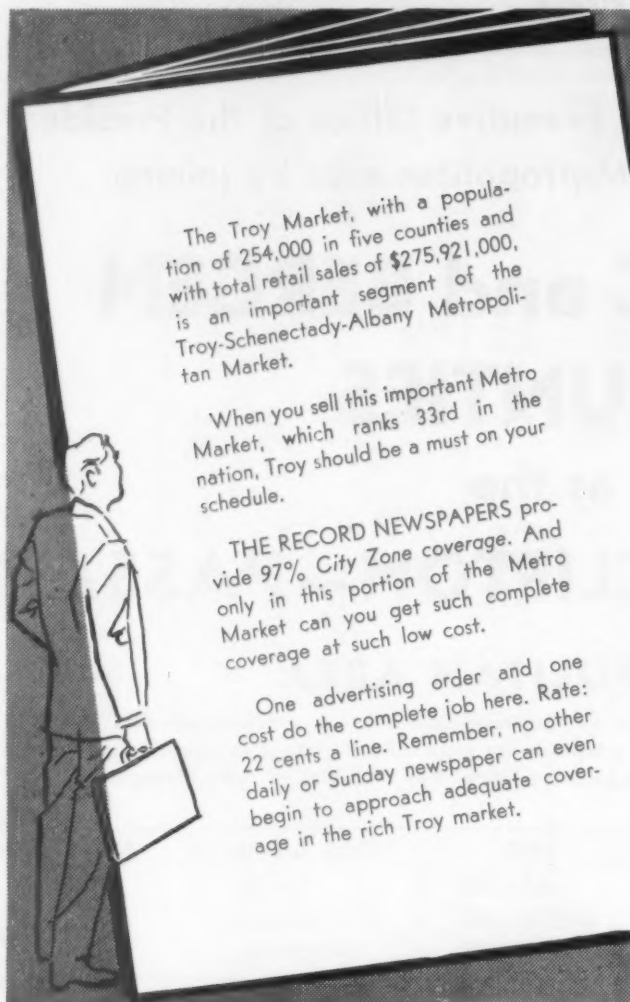
The Herald-News	54,784
Bergen Evening Record	2,045
Paterson Evening News	1,834
Paterson Morning Call	3,112
Newark Evening News	4,141
Newark Star Ledger	3,970

### THE HERALD-NEWS

Total Circulation 69,208

(1959 A.B.C. Audits, Paragraph 13)

For more detailed information write William J. Hay, General Advertising Manager, The Herald-News, P. O. Box 1019, Passaic, New Jersey or  
James J. Todd, Manager New York Office, 60 East 42nd Street, New York 17, New York. YUkon 6-5542.



The Troy Market, with a population of 254,000 in five counties and with total retail sales of \$275,921,000, is an important segment of the Troy-Schenectady-Albany Metropolitan Market.

When you sell this important Metro Market, which ranks 33rd in the nation, Troy should be a must on your schedule.

THE RECORD NEWSPAPERS provide 97% City Zone coverage. And only in this portion of the Metro Market can you get such complete coverage at such low cost.

One advertising order and one cost do the complete job here. Rate: 22 cents a line. Remember, no other daily or Sunday newspaper can even begin to approach adequate coverage in the rich Troy market.

★ ★ ★

Only THE RECORD  
NEWSPAPERS Cover  
The Troy Market  
—An Important  
Segment of The  
Troy-Schenectady-  
Albany Metro  
Market

★ ★ ★

THE TROY RECORD  
THE TIMES RECORD  
TROY, N. Y.

ROP Color

47,906 Circ.

## Metropolitan Area Projections to 1965—(Cont'd)

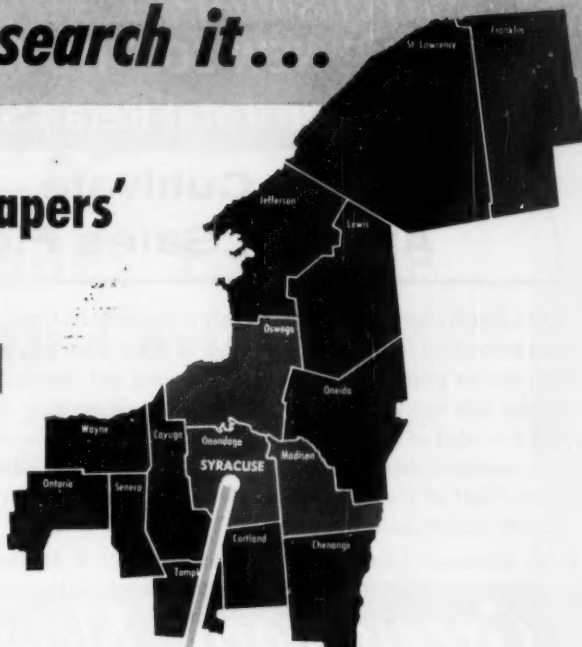
**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE AREA COUNTY	HOW MANY PEOPLE POPULATION <b>SM</b> Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME <b>SM</b> Estimates					WHAT THEY SPEND TOTAL RETAIL SALES <b>SM</b> Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1959 (\$000)	Net E. B. I. 1965 (\$000)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965	Retail Sales 1959 (\$000)	Retail Sales 1965 (\$000)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965
<b>NEW YORK (Cont'd)</b>															
New York.....	1,752.6	1,787.3	102.0			4,684,573	5,764,652	125.7			4,450,733	5,554,893	124.8		
Queens.....	1,815.5	1,953.4	107.6			4,385,388	6,793,976	132.1			1,812,155	2,371,808	130.9		
Richmond.....	217.1	227.6	104.8			442,717	543,276	122.7			174,506	207,200	118.7		
Rockland.....	119.9	140.4	122.1			207,589	320,774	154.5			129,251	200,575	155.2		
Suffolk.....	591.9	876.1	148.0			1,043,297	1,817,132	174.2			676,185	1,142,675	169.0		
Westchester.....	794.1	899.4	114.7			2,046,581	3,009,373	147.0			1,167,348	1,734,157	148.6		
Rochester.....	592.5	684.3	114.4	45	49	1,244,582	1,691,132	135.9	39	38	734,253	989,439	134.7	40	41
Monroe.....	592.5	684.3	114.4			1,244,582	1,691,132	135.9			734,253	989,439	134.7		
Syracuse.....	546.9	591.0	108.1	52	54	1,031,411	1,346,980	130.6	47	49	645,738	829,272	128.4	48	50
Madison.....	52.9	56.2	106.2			83,037	116,076	124.8			55,992	67,356	120.9		
Onondaga.....	409.8	449.4	109.7			804,949	1,066,867	132.5			514,462	670,503	130.3		

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# However You Research it...

## The Syracuse Newspapers' Circulation Delivers the TOTAL Standard Metropolitan Area and... **MORE!**



**F**IFTEEN COUNTIES—that's the Syracuse market. And . . . whatever your market data source, there's only one effective way to sell ALL of the Syracuse Market . . . the Syracuse Newspapers.

They deliver 100% of Syracuse and Onondaga County and up to 90% coverage in the three-county Syracuse Metropolitan Area.\*

But . . . when you think of the Syracuse Market . . . THINK OF ALL OF IT. Syracuse Newspapers also deliver up to 76% of the 12 surrounding counties which comprise the TOTAL SYRACUSE MARKET. No other combination of media delivers comparable coverage at comparable cost!

FULL COLOR AVAILABLE—  
DAILY AND SUNDAY

Represented Nationally by  
**MOLONEY, REGAN & SCHMITT**



### BIG

ONE-THIRD THE TOTAL AREA  
OF NEW YORK STATE  
POPULATION: 1,459,100

### BIG

- ➡ SPENDABLE INCOME
- ➡ RETAIL SALES
- ➡ FOOD SALES

\* Onondaga, Oswego and  
Madison Counties  
U.S. DEPT. BUDGET STANDARD DEFINITION

## the SYRACUSE NEWSPAPERS

**HERALD-JOURNAL & HERALD-AMERICAN**  
Evening Sunday

**THE POST-STANDARD**  
Morning & Sunday



CIRCULATION: Combined Daily 229,181

Sunday Herald-American 202,737

Sunday Post-Standard 103,496

NOVEMBER 10, 1959

131

# Greensboro- GREEN THUMB OF THE NEW SOUTH'S MARKETS 15th in Total Retail Sales

## Cultivate Apparel Sales Figures

In the South's top 25 markets—highly industrialized Greensboro ranks 16th in Apparel Store Sales ahead of Charlotte and close behind primary markets like Richmond and Mobile. To harvest this rich dollar crop, your clothing advertising should wear the label of the Greensboro News and Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation daily; over 400,000 readers daily.

*Greensboro, 1st Market  
in the Carolinas,  
79th in the Nation*

Write on company letterhead for "1959 Major U. S. Markets Analysis" Brochure of all 292 Metropolitan Markets.

# Greensboro News and Record

GREENSBORO, NORTH CAROLINA • Represented Nationally by Jann & Kelley, Inc.

## Metropolitan Area Projections to 1965—(Cont'd)

**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE AREA COUNTY	HOW MANY PEOPLE POPULATION <b>SM</b> Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME <b>SM</b> Estimates					WHAT THEY SPEND TOTAL RETAIL SALES <b>SM</b> Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1958 (\$000)	Net E. B. I. 1965 (\$000)	Index of Growth 1958- 1965	Rank in USA 1958	Rank in USA 1965	Retail Sales 1958 (\$000)	Retail Sales 1965 (\$000)	Index of Growth 1958- 1965	Rank in USA 1958	Rank in USA 1965
<b>NEW YORK (Cont'd)</b>															
Oswego	84.2	85.4	101.4			133,425	164,037	122.9			75,584	91,413	120.9		
Ulrica-Rome	312.6	337.0	107.8	78	88	546,769	684,476	125.2			339,407	424,121	125.0	86	92
Herkimer	64.5	66.8	103.6			111,273	133,691	120.1			66,103	78,487	118.7		
Oneida	248.1	270.2	108.9			435,496	550,785	126.5			273,304	345,634	126.5		
<i>Potential Areas</i>															
Auburn	74.6	78.4	105.1	264	275	126,744	154,823	122.2	253	256	80,823	97,749	120.9	278	274
Cayuga	74.6	78.4	105.1			126,744	154,823	122.2			80,823	97,749	120.9		
Elmira	101.1	109.5	108.3	219	222	185,714	231,067	124.4	194	200	115,495	137,770	119.3	211	227
Chemung	101.1	109.5	108.3			185,714	231,067	124.4			115,495	137,770	119.3		
Jamestown	150.3	153.7	102.3	154	170	269,931	338,721	125.5	145	157	163,879	203,630	124.3	167	175
Chautauque	150.3	153.7	102.3			269,931	338,721	125.5			163,879	203,630	124.3		
Newburgh	178.5	192.1	107.6	133	139	321,526	416,704	130.2	128	132	231,586	296,713	128.1	123	126
Orange	178.5	192.1	107.6			321,526	416,704	130.2			231,586	296,713	128.1		
Poughkeepsie	171.8	187.4	109.1	130	145	306,856	416,208	135.7	134	134	191,558	259,316	135.3	147	144
Dutchess	171.8	187.4	109.1			306,856	416,208	135.7			191,558	259,316	135.3		
Watertown	89.1	91.9	103.1	237	230	152,967	182,248	119.1	224	238	106,084	124,785	117.6	226	247
Jefferson	89.1	91.9	103.1			152,967	182,248	119.1			106,084	124,785	117.6		
<b>NORTH CAROLINA</b>															
<i>Standard Areas</i>															
Asheville	136.9	144.6	105.8	168	177	190,548	235,555	123.6	190	196	144,661	176,231	121.8	183	190
Buncombe	136.9	144.6	105.8			190,548	235,555	123.6			144,661	176,231	121.8		
Charlotte	275.0	355.6	129.3	92	84	465,792	653,128	140.2	91	91	334,833	447,220	133.6	87	88
Mecklenburg	275.0	355.6	129.3			465,792	653,128	140.2			334,833	447,220	133.6		
Durham	115.5	125.2	108.4	189	198	180,312	219,544	121.8	199	214	119,936	141,416	117.9	204	223
Durham	115.5	125.2	108.4			180,312	219,544	121.8			119,936	141,416	117.9		
Greensboro-High Point	233.5	286.3	114.0	113	111	376,918	529,582	140.5	117	108	343,901	486,253	141.4	83	80
Guilford	233.5	286.3	114.0			376,918	529,582	140.5			343,901	486,253	141.4		

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# Gastonia

## Growth Index Exceeds Even North Carolina's\*

In the next 5 years, GASTONIA will grow faster than NORTH CAROLINA in population, income and sales by over 4%.

Now Gastonia is:

**1st in North Carolina in FOOD  
SALES per capita.**

**2nd in AUTOMOTIVE SALES per  
capita.**

**3rd in GENERAL MERCHANDISE  
SALES per capita.**

## Only the Gastonia Gazette

**Gives dominant coverage of this dynamic  
market at very low cost.**

**Sells 130,900 people with \$171,262,000 to-  
tal effective buying income.**

\* SALES MANAGEMENT—1959 "Marketing On The Move"

# THE GASTONIA GAZETTE

GASTONIA, NORTH CAROLINA

National Representatives: BURKE, KUIPERS & MAHONEY, INC.

# A MARKETING MAN'S



116 **POTENTIAL**

# A MARKETING MAN'S



176 **STANDARD**

4th in a series: Fall 1959

SALES RANK	AREA	TOTAL RETAIL SALES		FOOD STORE SALES (In Thousands of Dollars)	DRUG STORE SALES
		(In Thousands of Dollars)	% of U.S.		
	UNITED STATES	18,838,362			
	NEW YORK - NEWARK - JERSEY CITY	8,984,400			
	LOS ANGELES - LONG BEACH	8,670,000			
1	NEW YORK - NEWARK - JERSEY CITY				
2	LOS ANGELES - LONG BEACH				

Time Saver  
for a  
Marketing Man



963,592	.48	19
961,036	.48	21
947,671	.46	2
920,410	.44	
893,467	.44	
869,625	.44	
888,440	.42	
843,192	.40	
810,900	.40	
798,004	.39	

# HANDY GUIDE to THE SALES POTENTIAL AND LEADING NATIONAL METROPOLITAN

# HANDY GUIDE to THE SALES POTENTIAL AND LEADING NATIONAL METROPOLITAN

SALES		FAMILIES		METRO SUNDAY COMICS NETWORK									
% of C.		(In Thousands)		% of U.S.		LIST 1		LIST 2		LIST 3		LIST 4	
1959		1958		1957		25 Papers New York Hours Full Run		47 Papers New York Hours Full Run		47 Papers New York Hours City & Suburban Cms		51 Papers New York Hours City & Suburban Cms	
1958		1957		1956		1955		1954		1953		1952	
1957		1956		1955		1954		1953		1952		1951	
1956		1955		1954		1953		1952		1951		1950	
1955		1954		1953		1952		1951		1950		1949	
1954		1953		1952		1951		1950		1949		1948	
1953		1952		1951		1950		1949		1948		1947	
1952		1951		1950		1949		1948		1947		1946	
1951		1950		1949		1948		1947		1946		1945	
1950		1949		1948		1947		1946		1945		1944	
1949		1948		1947		1946		1945		1944		1943	
1948		1947		1946		1945		1944		1943		1942	
1947		1946		1945		1944		1943		1942		1941	
1946		1945		1944		1943		1942		1941		1940	
1945		1944		1943		1942		1941		1940		1939	
1944		1943		1942		1941		1940		1939		1938	
1943		1942		1941		1940		1939		1938		1937	
1942		1941		1940		1939		1938		1937		1936	
1941		1940		1939		1938		1937		1936		1935	
1940		1939		1938		1937		1936		1935		1934	
1939		1938		1937		1936		1935		1934		1933	
1938		1937		1936		1935		1934		1933		1932	
1937		1936		1935		1934		1933		1932		1931	
1936		1935		1934		1933		1932		1931		1930	
1935		1934		1933		1932		1931		1930		1929	
1934		1933		1932		1931		1930		1929		1928	
1933		1932		1931		1930		1929		1928		1927	
1932		1931		1930		1929		1928		1927		1926	
1931		1930		1929		1928		1927		1926		1925	
1930		1929		1928		1927		1926		1925		1924	
1929		1928		1927		1926		1925		1924		1923	
1928		1927		1926		1925		1924		1923		1922	
1927		1926		1925		1924		1923		1922		1921	
1926		1925		1924		1923		1922		1921		1920	
1925		1924		1923		1922		1921		1920		1919	
1924		1923		1922		1921		1920		1919		1918	
1923		1922		1921		1920		1919		1918		1917	
1922		1921		1920		1919		1918		1917		1916	
1921		1920		1919		1918		1917		1916		1915	
1920		1919		1918		1917		1916		1915		1914	
1919		1918		1917		1916		1915		1914		1913	
1918		1917		1916		1915		1914		1913		1912	
1917		1916		1915		1914		1913		1912		1911	
1916		1915		1914		1913		1912		1911		1910	
1915		1914		1913		1912		1911		1910		1909	
1914		1913		1912		1911		1910		1909		1908	
1913		1912		1911		1910		1909		1908		1907	
1912		1911		1910		1909		1908		1907		1906	
1911		1910		1909		1908		1907		1906		1905	
1910		1909		1908		1907		1906		1905		1904	
1909		1908		1907		1906		1905		1904		1903	
1908		1907		1906		1905		1904		1903		1902	
1907		1906		1905		1904		1903		1902		1901	
1906		1905		1904		1903		1902		1901		1900	
1905		1904		1903		1902		1901		1900		1899	
1904		1903		1902		1901		1899		1898		1897	
1903		1902		1901		1899		1898		1897		1896	
1902		1901		1899		1898		1897		1896		1895	
1901		1899		1898		1897		1896		1895		1894	
1900		1898		1897		1896		1895		1894		1893	
1899		1897		1896		1895		1894		1893		1892	
1898		1896		1895		1894		1893		1892		1891	
1897		1895		1894		1893		1892		1891		1890	
1896		1894		1893		1892		1891		1890		1889	
1895		1893		1892		1891		1890		1889		1888	
1894		1892		1891		1890		1889		1888		1887	
1893		1891		1890		1889		1888		1887		1886	
1892		1890		1889		1888		1887		1886		1885	
1891		1889		1888		1887		1886		1885		1884	
1890		1888		1887		1886		1885		1884		1883	
1889		1887		1886		1885		1884		1883		1882	
1888		1886		1885		1884		1883		1882		1881	
1887		1885		1884		1883		1882		1881		1880	
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1821		1819		1818		1817		1816		1815			

# NOW-It's ROCKY MOUNT METROPOLITAN AREA

North Carolina's 8th Market—Covered Thoroughly by the Rocky Mount Telegram

**\$124,661,000 Income**  
**\$87,651,000 Sales**

North Carolina's newest metropolitan area offers steadily increasing sales opportunity. These sales are heavily concentrated in the city of Rocky Mount. This in turn offers the opportunity to cover North Carolina's eighth market in the most economical fashion through the Rocky Mount Telegram.

The Telegram blankets the city market and is the only dominant selling force available to advertisers in the metropolitan area.

## COMPACT, EASY TO SELL

	Metro. Area	Rocky Mount	City % of Area
Population	117,100	34,000	29.0
Households	26,600	9,500	36.2
Income	\$124,661,000	\$46,838,000	37.5
Retail Sales	\$7,651,000	\$5,643,000	57.7
Food	19,542,000	10,067,000	51.5
Gen'l Mdse.	13,718,000	5,930,000	43.2
Apparel	6,187,000	5,245,000	84.7
F-H-A	4,531,000	3,827,000	84.4
Automotive	14,619,000	8,947,000	61.2
Gasoline	7,633,000	3,465,000	45.3
L-B-H	5,461,000	2,964,000	54.2
Drug	2,345,000	1,411,000	60.1

## ROCKY MOUNT TELEGRAM

ROCKY MOUNT, NORTH CAROLINA

Afternoons and Sundays

Represented by WARD-GRIFFITH CO., INC.

## Metropolitan Area Projections to 1965—(Cont'd)

**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE AREA COUNTY	HOW MANY PEOPLE POPULATION <b>SM</b> Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME <b>SM</b> Estimates					WHAT THEY SPEND TOTAL RETAIL SALES <b>SM</b> Estimates				
	Jan. 1, 1958 (thous.)	July 1, 1965 (thous.)	Index of Growth 1958- 1965	Rank in USA 1958	Rank in USA 1965	Net E. B. I. 1958 (\$000)	Net E. B. I. 1965 (\$000)	Index of Growth 1958- 1965	Rank in USA 1958	Rank in USA 1965	Retail Sales 1958 (\$000)	Retail Sales 1965 (\$000)	Index of Growth 1958- 1965	Rank in USA 1958	Rank in USA 1965
<b>NORTH CAROLINA (Cont'd)</b>															
Raleigh	186.5	192.1	115.4	142	140	248,614	338,365	136.1	157	158	200,456	269,701	134.5	140	140
Wake	186.5	192.1	115.4			248,614	338,365	136.1			200,456	269,701	134.5		
Winston-Salem	181.5	214.8	118.3	131	133	281,396	394,778	140.3	141	138	211,241	293,513	138.9	132	128
Forsyth	181.5	214.8	118.3			281,396	394,778	140.3			211,241	293,513	138.9		
<b>Potential Areas</b>															
Burlington	82.4	91.4	110.9	249	251	116,502	152,341	130.8	267	261	82,017	105,934	129.2	275	267
Alamance	82.4	91.4	110.9			116,502	152,341	130.8			82,017	105,934	129.2		
Fayetteville	138.5	166.3	120.1	167	160	161,025	205,984	127.9	220	223	110,578	133,910	121.1	219	230
Cumberland	138.5	166.3	120.1			161,025	205,984	127.9			110,578	133,910	121.1		
Gaston	130.9	148.3	111.8	175	174	171,262	226,153	132.1	205	206	106,197	138,725	130.6	225	228
Caston	130.9	148.3	111.8			171,262	226,153	132.1			106,197	138,725	130.6		
Rocky Mount	117.1	119.2	101.8	187	204	124,661	138,399	109.4	255	280	87,651	93,898	107.1	257	283
Edgecombe	54.0	55.1	102.0			58,568	61,204	104.6			38,846	40,192	104.0		
Nash	63.1	64.1	101.6			66,073	75,115	113.7			49,005	53,706	109.6		
Wilmington	76.5	88.2	115.3	261	256	102,741	117,939	114.8	278	286	83,299	87,214	104.7	271	289
New Hanover	76.5	88.2	115.3			102,741	117,939	114.8			83,299	87,214	104.7		
<b>NORTH DAKOTA</b>															
<b>Potential Areas</b>															
Fargo	70.1	78.4	111.8	274	275	112,649	141,291	125.4	271	274	115,022	139,130	121.0	213	224
Cass	70.1	78.4	111.8			112,649	141,291	125.4			115,022	139,130	121.0		
<b>Grand Forks</b>															
East Grand Forks	85.9	93.4	108.7	242	248	127,749	174,363	136.5	250	245	122,919	170,402	138.6	199	195
Polk (Minn.)	38.0	38.7	101.8			55,273	71,912	130.1			42,780	56,782	132.8		
Grand Forks	47.9	54.7	114.2			72,478	102,451	141.4			80,169	113,840	141.8		
<b>OHIO</b>															
<b>Standard Areas</b>															
Akron	515.0	602.7	117.0	53	53	995,194	1,294,650	130.1	51	52	626,626	809,651	129.2	52	51
Summit	515.0	602.7	117.0			995,194	1,294,650	130.1			626,626	809,651	129.2		
Canton	330.0	384.7	116.5	76	79	593,987	750,872	126.4	73	78	388,951	494,450	127.1	76	78
Stark	330.0	384.7	116.5			593,987	750,872	126.4			388,951	494,450	127.1		
Cincinnati	1,071.8	1,207.1	112.6	19	22	2,025,065	2,550,940	126.0	21	23	1,320,742	1,842,389	124.4	23	26
Campbell (Ky.)	93.4	105.4	112.6			138,883	180,276	129.8			77,241	96,324	124.7		
Kenton (Ky.)	133.1	155.9	117.1			212,689	283,751	133.4			119,211	151,980	127.5		
Hamilton	845.1	945.8	111.9			1,673,493	2,086,913	124.7			1,124,290	1,394,097	124.0		

© SM, 1959.



*It's true that people make markets, BUT they do not become customers until they are REACHED and SOLD*

*in* **AKRON**  
*only the* **BEACON**  
**JOURNAL**  
*can do the job!*

Here are the facts about  
the Akron Beacon Journal  
Area of Influence.



a **1** billion  
**400** million\*  
**DOLLAR MARKET**

**POPULATION . . . 745,660**

**FAMILIES . . . . . 220,734**

**TOTAL BEACON JOURNAL CIRCULATION:**

**DAILY**  
**165,373**

**SUNDAY**  
**175,773**

Plan your sales promotions in Akron's **ONLY** daily and Sunday newspaper and be sure your messages go home. It costs but 40c per line with spot or full ROP color available in all issues.

\*Source 1959 Sales Management Survey of Buying Power.

# **AKRON BEACON JOURNAL**

*"Ohio's Most Complete Newspaper"*

**JOHN S. KNIGHT, Publisher**

**Represented by Story, Brooks & Finley**

**TOP TEN BRANDS**

**1 Color  
and Black**



**2 Colors  
and Black**



**and  
Full  
Color**



**available  
in all  
Daily  
and  
Sunday  
issues**

# TEST MARKET

## What makes a good test market?

A good test market is one in which the people, their income, their buying habits and their responsiveness to advertising indicate to a manufacturer the success his product and his advertising will have in the national market place. Columbus, Ohio enjoys a nation-wide reputation as a thoroughly reliable test market.

## What makes a good TV test market station?

A good TV test market station is able to provide a manufacturer with intimate knowledge of audience composition and special audience measurement reports. It also maintains some controls over channels of distribution and provides merchandising to the trade including personal calls. WBNS-TV is this kind of station. Many brand names now household words had their "coming-out" parties on WBNS-TV. Ask Blair TV for our special test market plan or call station collect.

If you want to be seen in Central Ohio

# WBNS-TV

America's No. 1 TV Test Market Station

Tallest Tower - Greatest Power - 316 kw

## Metropolitan Area Projections to 1965-(Cont'd)

**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE AREA COUNTY	HOW MANY PEOPLE POPULATION <b>SM</b> Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME <b>SM</b> Estimates					WHAT THEY SPEND TOTAL RETAIL SALES <b>SM</b> Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965	Net E. & I. 1959 (\$'000)	Net E. & I. 1965 (\$'000)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965	Retail Sales 1959 (\$'000)	Retail Sales 1965 (\$'000)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965
OHIO (Cont'd)															
Cleveland	1,750.1	1,979.2	112.6	11	11	3,681,576	4,922,839	126.8	12	11	2,308,266	2,925,587	126.7	11	11
Cuyahoga	1,630.1	1,812.8	111.2			3,627,763	4,581,353	126.3			2,183,389	2,784,236	126.6		
Lake	126.0	166.4	130.0			253,873	341,486	134.5			124,677	161,351	129.2		
Columbus	880.1	817.2	123.8	34	34	1,395,635	1,908,700	136.8	32	32	893,467	1,210,290	135.5	32	33
Franklin	880.1	817.2	123.8			1,395,635	1,908,700	136.8			893,467	1,210,290	135.5		
Dayton	683.2	641.9	123.2	32	31	1,392,057	1,750,453	125.7	33	35	759,051	910,035	119.9	39	45
Greene	79.8	98.5	123.3			154,600	193,713	125.3			67,576	79,920	118.3		
Miami	69.8	78.5	109.9			122,914	147,032	119.6			79,932	94,117	117.7		
Montgomery	535.0	666.9	124.7			1,114,543	1,409,708	126.5			611,543	735,136	120.4		
Hamilton-Middletown	184.2	216.9	117.8	130	132	344,009	417,025	121.2	122	133	197,371	229,312	116.2	143	159
Butler	184.2	216.9	117.8			344,009	417,025	121.2			197,371	229,312	116.2		
Lima	103.2	116.9	113.3	215	200	185,202	226,444	122.3	196	207	122,620	146,938	119.8	200	218
Allen	103.2	116.9	113.3			185,202	226,444	122.3			122,620	146,938	119.8		
Lorain-Ellyria	200.5	248.7	124.0	124	118	388,705	488,240	126.3	114	116	197,918	238,194	120.4	142	156
Lorain	200.5	248.7	124.0			388,705	488,240	126.3			197,918	238,194	120.4		
Springfield	130.4	145.9	111.9	177	175	239,840	297,344	124.0	165	170	151,645	186,457	123.0	177	184
Clark	130.4	145.9	111.9			239,840	297,344	124.0			151,645	186,457	123.0		
Steubenville-Weirton	165.3	171.5	103.8	144	155	286,499	358,793	125.2	140	151	171,930	219,262	127.5	161	166
Jefferson	102.1	103.1	101.0			179,124	223,084	125.0			125,348	162,612	129.7		
Breake (W. Va.)	24.7	24.8	100.4			41,237	46,921	113.8			17,513	19,033	106.7		
Hancock (W. Va.)	38.5	43.6	113.2			66,138	87,968	133.0			29,069	37,617	129.4		

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## Some markets are just naturally loaded

Take Cleveland, for instance. A combination of a compact, easy to reach area plus a high family income (\$7,381) and you get a market with

*Retail Sales LARGER than any one of 35 entire States.*

### RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	\$2,183,389	\$1,816,558	\$3,999,947
Retail Food Sales	580,592	479,486	1,060,078
Retail Drug Sales	85,464	51,380	136,844
Automotive	353,778	337,921	691,699
Gas Stations	145,825	165,980	311,805
Furniture, Household Appliances	113,896	91,658	205,554

(Source, Sales Management Survey of Buying Power, May 10, 1959)

\*Akron, Canton and Youngstown Counties are not included in above sales

**Whatever**  
you sell in Greater  
Cleveland you'll  
sell more of it  
in **The Plain Dealer**

*And you really sell this market in*  
**The Cleveland PLAIN DEALER**

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazines Network.

## TO CONNECT WITH ALL TOLEDO

Two million people and a billion dollar market . . . the 17th city in the nation in spendable income per household . . . to reach more . . . to sell more.

**WSPD RADIO**  
NBC NETWORK

FIRST BY FAR • CALL KATZ

*You know where  
you're going with  
a **STORER** station*

National Sales Offices:  
625 Madison Ave., N.Y. 22  
230 N. Michigan Ave., Chicago 1

## Metropolitan Area Projections to 1965—(Cont'd)

**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

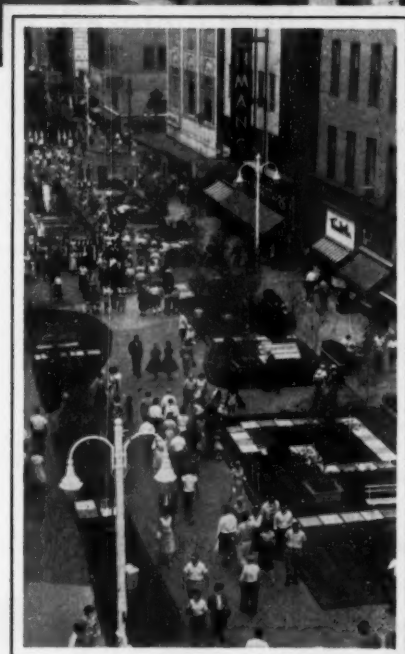
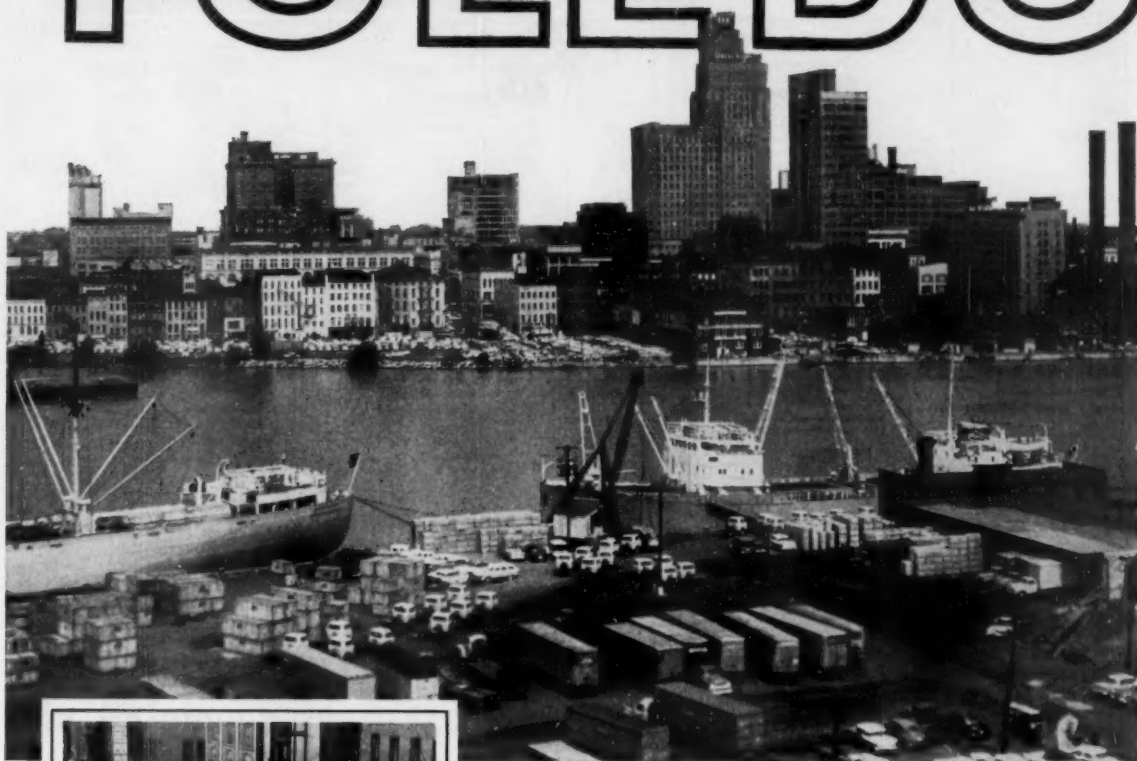
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<b>OHIO (Cont'd)</b>															
Toledo.....	474.7	545.0	114.8	55	58	1,046,591	1,246,905	119.1	46	55	548,702	628,922	114.6	60	65
Lucas.....	474.7	545.0	114.8			1,046,591	1,246,905	119.1			548,702	628,922	114.6		
Youngstown.....	490.3	549.2	112.0	55	57	915,384	1,151,371	125.8	57	57	555,032	696,904	125.6	59	69
Mahoning.....	293.9	320.4	109.2			561,499	700,867	124.9			358,146	449,692	125.6		
Trumbull.....	196.8	226.8	116.3			353,895	450,384	127.3			196,686	247,212	125.6		
<i>Potential Areas</i>															
Ashtabula.....	94.9	106.2	114.0	227	223	166,577	208,376	125.1	211	221	116,194	143,473	123.5	209	221
Ashtabula.....	94.9	106.2	114.0			166,577	208,376	125.1			116,194	143,473	123.5		
Mansfield.....	109.5	125.0	114.2	201	190	210,319	263,899	125.5	180	184	133,354	165,356	124.0	191	199
Richland.....	109.5	125.0	114.2			210,319	263,899	125.5			133,354	165,356	124.0		
Marion.....	56.5	66.1	113.0	291	292	97,712	112,669	115.5	285	291	64,969	71,759	110.5	295	296
Marion.....	56.5	66.1	113.0			97,712	112,669	115.5			64,969	71,759	110.5		
Newark.....	81.5	90.6	111.4	252	252	140,706	163,330	130.3	236	236	94,357	124,906	132.3	250	245
Licking.....	81.5	90.6	111.4			140,706	163,330	130.3			94,357	124,906	132.3		
Portsmouth.....	104.1	114.0	109.5	211	213	143,962	152,078	105.6	231	262	84,130	94,815	112.7	268	279
Scioto.....	104.1	114.0	109.5			143,962	152,078	105.6			84,130	94,815	112.7		
Sandusky.....	63.6	73.4	115.4	263	263	113,731	142,813	125.6	270	273	76,847	94,689	123.5	283	277
Erie.....	63.6	73.4	115.4			113,731	142,813	125.6			76,847	94,689	123.5		
Zanesville.....	80.0	83.0	103.8	258	267	126,996	146,476	115.3	252	270	82,179	94,194	114.6	274	281
Muskingum.....	80.0	83.0	103.8			126,996	146,476	115.3			82,179	94,194	114.6		

© SM, 1959.

*To be sure that you're basing your selection of markets and media on all available factors,  
study both the data and the advertisements in this issue.*



# TOLEDO



## CITY ON THE MOVE

Since the opening of the St. Lawrence Seaway, general cargo imports are up 500%. Grain shipments have tripled. The world's largest, fastest coal loader is in operation, new liquid storage facilities are completed, and a general cargo terminal is scheduled for completion this year. An estimated 15 million dollars is to be spent for additional grain handling facilities.

### DOWNTOWN MALL EXCITES NATION

Four blocks of cold hard pavement were converted into four blocks of trees, flowers, a pond for penguins, play area for children, and many other attractions. Much of the nation's press reported it. Officials from dozens of cities in the U.S. and Canada visited it. Requests for information continue to flow in.

### TOLEDO—A GREAT AND GROWING MARKET

With a trading area population of over one million and net effective buying income of over \$2 billion, Toledo offers a market place of ever-increasing, unusual opportunity. Fortunately the Toledo Blade and Times provide an intensive family coverage of this market that is matched by few newspapers in the nation.

## TOLEDO BLADE • TOLEDO TIMES

DAILY AND SUNDAY

MORNING

REPRESENTED NATIONALLY BY MOLONEY, REGAN AND SCHMITT, INC.

NOVEMBER 10, 1959

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# Metropolitan Area Projections to 1965--(Cont'd)

**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE  AREA  COUNTY	HOW MANY PEOPLE POPULATION <i>SM</i> Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME <i>SM</i> Estimates					WHAT THEY SPEND TOTAL RETAIL SALES <i>SM</i> Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1959 (\$000)	Net E. B. I. 1965 (\$000)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965	Retail Sales 1959 (\$000)	Retail Sales 1965 (\$000)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965
OKLAHOMA															
Standard Areas															
Oklahoma City	471.4	556.1	118.4	57	56	823,244	1,013,745	123.1	59	62	580,111	680,596	117.3	56	61
Cleveland	48.9	47.8	103.5			64,808	64,267	130.0			39,543	52,987	134.0		
Oklahoma	428.5	810.6	120.0			758,436	929,478	122.6			540,968	627,609	116.1		
Tulsa	381.0	456.0	119.7	64	63	687,819	817,891	118.9	66	70	484,856	518,048	111.4	67	72
Creek	41.0	41.3	100.9			52,513	53,964	102.8			33,498	35,949	104.6		
Tulsa	340.0	414.7	122.0			635,306	763,927	120.2			431,358	482,999	112.0		
Potential Areas															
Enid	49.1	49.6	101.0	287	286	82,545	92,047	111.5	295	295	85,183	93,036	109.2	285	285
Garfield	49.1	49.6	101.0			82,545	92,047	111.5			85,183	93,036	109.2		
Lawton	78.2	93.3	119.3	258	247	119,120	140,456	117.9	264	275	78,264	95,196	120.1	250	276
Comanche	78.2	93.3	119.3			119,120	140,456	117.9			78,264	95,196	120.1		
OREGON															
Standard Areas															
Portland	847.4	1,037.6	122.4	28	28	1,480,220	2,105,013	141.3	29	29	1,026,175	1,438,110	140.1	27	27
Clackamas	119.1	135.3	122.9			167,192	233,603	139.7			71,464	98,690	138.1		
Multnomah	861.0	672.1	119.8			1,036,911	1,443,333	138.9			795,319	1,103,120	138.7		
Washington	81.3	142.1	105.6			146,777	241,516	164.5			74,259	115,985	156.2		
Clark	85.0	86.1	103.0			137,340	106,561	135.8			85,133	120,315	141.3		
Potential Areas															
Eugene	160.0	195.0	130.0	156	138	253,915	359,779	141.7	155	150	181,449	248,390	136.9	156	151
Lane	160.0	195.0	130.0			253,915	359,779	141.7			181,449	248,390	136.9		
Salem	141.3	159.1	112.0	163	166	208,021	288,422	138.7	183	173	156,567	225,391	143.9	173	160
Marion	119.1	136.4	114.5			174,741	246,884	141.3			137,522	199,868	145.3		
Polk	22.2	22.7	102.3			33,280	41,538	124.8			19,065	25,523	133.9		
PENNSYLVANIA															
Standard Areas															
Allentown-Bethlehem-Easton	455.9	482.9	101.5	56	61	850,893	1,097,765	129.0	58	59	562,367	741,041	131.8	58	55
Warren (N. J.)	61.0	83.2	103.6			110,661	123,678	111.8			58,169	61,306	105.4		
Lehigh	285.2	208.9	101.8			389,977	531,227	136.2			285,121	404,992	140.6		
Northampton	199.7	190.6	100.6			350,255	442,860	126.4			216,077	274,743	127.2		

© SM, 1959.

## Sales Management's

### 1959 COUNTY OUTLINE RETAIL SALES MAP

*Includes Alaska and Hawaii--also Canadian Markets*

Differences in retail sales volume shown by variations in county color shadings

All metropolitan areas clearly defined . . . 1750 cities with retail sales of \$20 million or more  
. . . counties indicated whose family sales exceed U.S. average.

PRICE: \$5.00 single copy; \$3.50 each for two or more; \$3.00 for five or more

SALES MANAGEMENT, 630 Third Avenue, New York 17, N.Y.

**grow with OKLAHOMA!**



## Retail sales increase \$151,235,000 in Oklahoma in first half of 1959

Oklahoma in 1958 was an inland island of prosperity by showing continual sales gains while much of the nation was lagging.

Now, on top of last year's gains, Oklahoma again is piling up increases in 1959. Total retail sales in the state during the first six months of the year were \$1,159,506,000, an increase of \$151,235,000 or 16.6% over the corresponding period of 1958.

Construction, too, is soaring in Oklahoma, led by residential building nearly three times as great as the record-breaking total for the first six

months of 1958.

The Daily Oklahoman and Oklahoma City Times give you growing coverage of this fast-moving market with a daily combined circulation equal to 54.1% of the households in its prime 58-county marketing area where 68% of the state's retail sales are made. Sunday circulation covers 47.4% of the households in the same area.

To find income, go where income is. Get growth in your sales — with a solid selling campaign in The Daily Oklahoman and Oklahoma City Times.

Write for Oklahoma Market Data book

### OKLAHOMA STATE WIDE GROWTH RECORD!

Total Retail Sales	UP	16.6%
General Business	UP	17.9%
Residential Building	UP	293.6%
Manufacturing Building	UP	104.4%
Construction	UP	60.8%
Food Sales	UP	16%
Drug Sales	UP	12.6%
Furniture Sales	UP	13.8%
Building Material Sales	UP	75.2%
Household Appliances Sales	UP	15.4%
Motor Vehicle Sales	UP	8.3%*
Industrial Production	UP	11%
Agricultural Production	UP	15.5%

\*In Oklahoma City, new car sales were up 52.3% in this same period.

SOURCE: Bureau of Business Research, University of Oklahoma

### R. O. P. COLOR

More than a quarter of a century of experience and leadership in finest quality color reproduction. Already equipped with the most complete and up-to-date R.O.P. color facilities, the Oklahoma and Times were first in the country to purchase the new Hoe Colormatic presses, 8 units to be installed in latter 1959.

## THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Company

Represented by The Katz Agency.

NOVEMBER 10, 1959

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If you're marketing drug products...

In Oklahoma, 69% of all drug products are purchased in the WKY-TV coverage area. It's not that our viewers are any less healthy—it's just that we have more viewers. And they're more responsive. Guess you might say we're experts at getting pocketbooks to open up and say "AHHHHH."

1949-1959  
•  
CELEBRATING  
10  
YEARS  
TELEVISION  
SERVICE  
TO  
OKLAHOMANS

# WKY TELEVISION

## OKLAHOMA CITY

NBC Channel 4

The WKY Television System, Inc.  
WKY Radio, Oklahoma City  
WTVT, Tampa - St. Petersburg, Fla.

Represented by the Katz Agency



# ALTOONA'S Income, Sales in Long-Term Boom . . .

## Altoona Outgains Larger Markets

### More Money . . . More Spending . . . More Ad-Response

Year after year, metropolitan Altoona families earn more . . . and spend more—influenced by one of the country's selling-best newspapers. The Mirror (evenings only) consistently carries more lineage than many of the nation's larger papers—almost 12 million lines in '58!

### Increasingly Attractive to Advertisers

This "Marketing on the Move" issue of SM indicates that solidly prosperous Altoona will continue to increase its attraction for advertisers during the next six years. With the 6th largest rate of gain in income of the state's fifteen metro areas, and the 9th largest in retail sales, metropolitan Altoona will outdistance a number of the state's larger areas.

In 1958-65, income will jump 25.5% to **\$263,322,000**

sales will jump 20.0% to **\$165,713,000**

The solidly prosperous Altoona metropolitan area (Blair County) is covered solidly by the hard-selling **ALTOONA MIRROR**—reaching 85% of the city zone families, 3 out of 4 in the metro area.

## OUTSTANDING FOOD MARKET



Altoona is 5th in family food sales among the states 15 metro areas. With an average of \$1,009, metropolitan Altoona families topped both the U.S. and Pa. averages . . . poured \$40,371,000 into grocery store cash registers. Sales in Altoona city food stores were 23% above average volume for U.S. and Pa. cities.

## COLOR INCREASES RESULTS IN ALTOONA

COLOR adds extra selling power to your advertising in the responsive Altoona market. Last year, result-wise advertisers used 231,000 lines of color in the Mirror. One, two or full color available.

# Altoona Mirror

ALTOONA, PENNSYLVANIA'S ONLY DAILY NEWSPAPER

Richard E. Beeber, Advertising Manager

## Metropolitan Area Projections to 1965—(Cont'd)

**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE AREA COUNTY	HOW MANY PEOPLE POPULATION <b>SM</b> Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME <b>SM</b> Estimates					WHAT THEY SPEND TOTAL RETAIL SALES <b>SM</b> Estimates				
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<b>PENNSYLVANIA (Cont'd)</b>															
Altoona.....	136.5	135.1	99.0	169	187	209,880	263,322	125.5	181	185	138,094	165,713	120.0	187	198
Blair.....	136.5	135.1	99.0			209,880	263,322	125.5			138,094	165,713	120.0		
Erie.....	239.0	252.3	106.0	108	116	444,040	535,807	120.7	95	107	269,045	311,781	115.9	106	117
Erie.....	239.0	253.3	106.0			444,040	535,807	120.7			269,045	311,781	115.9		
Harrisburg.....	338.7	368.4	109.4	74	77	829,054	801,028	129.2	68	71	400,130	503,544	125.9	74	77
Cumberland.....	114.0	131.0	114.9			208,047	278,818	135.3			117,710	155,352	132.0		
Dauphin.....	222.7	237.4	106.6			414,067	522,212	126.1			282,420	348,482	123.4		
Johnstown.....	289.9	286.0	98.7	93	103	411,789	528,930	128.5	105	109	281,494	343,574	131.4	109	109
Cambria.....	213.0	212.9	100.0			311,771	414,360	132.9			201,468	275,624	136.8		
Somerset.....	76.9	73.1	95.1			99,998	114,570	114.6			60,026	67,950	113.2		
Lancaster.....	243.4	246.5	101.3	106	119	496,552	596,580	122.6	89	97	296,338	359,307	121.2	98	106
Lancaster.....	243.4	246.5	101.3			496,552	596,580	122.6			296,338	359,307	121.2		
Philadelphia.....	4,390.7	5,045.8	114.9	4	4	8,789,143	11,026,191	134.9	4	4	5,058,782	6,601,337	130.6	4	4
Burlington (N. J.).....	189.1	244.1	129.1			359,718	491,737	136.7			155,968	202,810	127.6		
Camden (N. J.).....	360.0	387.3	107.6			714,652	962,122	134.6			436,032	592,246	135.8		
Gloucester (N. J.).....	120.0	143.9	119.9			220,762	321,477	145.6			129,734	188,273	145.1		
Bucks.....	289.2	422.2	146.0			545,651	895,957	164.2			280,805	439,580	156.7		
Chester.....	199.6	234.1	117.3			369,235	513,714	139.1			210,439	286,768	136.3		
Delaware.....	542.7	682.5	125.8			1,211,423	1,702,153	140.5			532,190	710,945	133.6		
Montgomery.....	482.9	638.3	132.2			1,089,735	1,659,090	152.2			569,472	866,530	147.0		
Philadelphia.....	2,207.2	2,293.4	103.9			4,257,967	5,279,941	124.0			2,721,322	3,314,175	121.8		

© SM, 1959.

# Metropolitan Area Projections to 1965--(Cont'd)

**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE AREA COUNTY	HOW MANY PEOPLE POPULATION <b>SM</b> Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME <b>SM</b> Estimates					WHAT THEY SPEND TOTAL RETAIL SALES <b>SM</b> Estimates				
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<b>PENNSYLVANIA (Cont'd)</b>															
Pittsburgh	2,410.0	2,542.4	105.5	8	8	4,459,035	5,977,787	134.0	8	9	2,746,906	3,723,985	135.6	8	8
Allegheny	1,647.7	1,734.9	105.3			3,193,363	4,356,518	136.4			2,021,207	2,806,538	139.0		
Deane	203.6	228.5	112.2			374,475	505,567	135.0			201,339	267,865	133.1		
Washington	221.1	238.2	107.2			358,245	445,948	124.5			213,166	261,832	122.9		
Westmoreland	337.6	350.8	103.9			633,782	669,796	125.5			311,164	385,630	123.9		
Reading	271.7	278.7	102.6	94	107	529,320	553,573	123.5	83	90	301,088	366,682	121.8	95	104
Berks	271.7	278.7	102.6			529,320	553,573	123.5			301,088	366,682	121.8		
Scranton	231.4	246.3	90.0	102	120	307,104	499,438	118.7	113	126	241,690	285,267	118.0	110	132
Lackawanna	251.4	246.3	90.0			307,104	499,438	118.7			241,690	285,267	118.0		
Wilkes-Barre-Hazleton	367.4	356.3	97.0	69	83	556,601	650,945	117.0	78	92	331,510	387,724	117.0	89	97
Luzerne	367.4	356.3	97.0			556,601	650,945	117.0			331,510	387,724	117.0		
York	229.0	231.7	100.3	116	126	368,148	476,145	122.7	112	122	259,754	308,375	119.1	111	119
York	229.0	231.7	100.3			368,148	476,145	122.7			259,754	308,375	119.1		
<i>Potential Areas</i>															
Lebanon	84.7	86.8	102.5	244	261	141,417	176,191	124.6	234	243	101,120	124,777	123.4	236	246
Lebanon	84.7	86.8	102.5			141,417	176,191	124.6			101,120	124,777	123.4		
New Castle	106.5	107.2	100.7	208	225	169,522	226,360	120.5	193	202	106,372	126,121	118.6	224	242
Lawrence	106.5	107.2	100.7			169,522	226,360	120.5			106,372	126,121	118.6		
Williamsport	103.5	103.5	100.0	214	233	171,033	194,253	113.6	207	230	103,303	112,507	108.9	233	269
Lycening	103.5	103.5	100.0			171,033	194,253	113.6			103,303	112,507	108.9		
<b>RHODE ISLAND</b>															
<i>Standard Areas</i>															
Providence-Pawtucket	710.6	738.6	103.9	30	40	1,261,665	1,463,707	111.3	38	46	643,192	930,785	110.4	35	43
Bristol	32.2	35.1	109.0			56,969	64,169	112.6			25,949	28,614	110.3		
Kent	85.6	97.1	109.6			156,188	185,249	118.6			86,925	114,647	118.3		
Providence	599.8	606.4	102.6			1,049,510	1,184,289	110.1			720,318	787,524	108.3		
<b>SOUTH CAROLINA</b>															
<i>Standard Areas</i>															
Charleston	292.9	233.9	116.3	123	126	259,531	342,613	132.0	152	155	186,953	243,815	129.0	150	163
Charleston	292.9	233.9	116.3			259,531	342,613	132.0			186,953	243,815	129.0		
Columbia	236.0	277.3	117.5	111	108	310,842	412,381	132.7	132	135	229,120	294,644	128.6	125	127
Lexington	51.0	55.7	109.2			54,794	75,943	138.6			39,420	55,788	141.5		
Richland	185.0	221.6	119.8			258,048	336,438	131.4			169,700	238,856	125.9		
Greenville	206.0	236.1	114.6	122	124	299,916	390,778	130.3	136	140	203,908	258,868	127.0	136	145
Greenville	206.0	236.1	114.6			299,916	390,778	130.3			203,908	258,868	127.0		
<i>Potential Areas</i>															
Spartanburg	163.0	169.9	104.2	148	156	206,532	235,632	114.1	184	195	114,923	125,568	109.3	214	244
Spartanburg	163.0	169.9	104.2			206,532	235,632	114.1			114,923	125,568	109.3		
<b>SOUTH DAKOTA</b>															
<i>Standard Areas</i>															
Sioux Falls	86.3	101.1	114.6	240	237	156,307	204,285	130.7	223	224	127,261	161,087	126.6	196	203
Minnehaha	86.3	101.1	114.6			156,307	204,285	130.7			127,261	161,087	126.6		
<i>Potential Areas</i>															
Rapid City	63.0	80.5	127.8	284	270	96,909	136,859	139.4	282	278	65,845	106,671	126.6	264	262
Pennington	63.0	80.5	127.8			96,909	136,859	139.4			65,845	106,671	126.6		

© SM, 1959.

## Monthly High-Spot Cities Sales Forecast — Two Months Ahead

In every first issue of the month SALES MANAGEMENT forecasts what the next month's retail sales will be in leading U. S. and Canadian cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The *Survey of Buying Power* gives you sales for the latest complete year. In between the current *Survey* and its successor, "High-Spot Cities" alerts you to changes in the making . . . each month.

**PLUS**

**BEING NO. 1**  
in Daily and Sunday  
Circulations—  
Total, General, Retail,  
Automotive and  
Classified  
Advertising.

**The PITTSBURGH PRESS**

IS FIRST IN THE MINDS  
OF YOUR CUSTOMERS—  
*Our Readers!*

The tremendous influence The Press exerts on the families with the ability-to-buy is portrayed in the 1959 Readership Study of 1958 Allegheny County Families. 78.5% of the highest income quarter read The Press regularly; 75.6% of the high-middle quarter; 68.9% of the low-middle quarter and 58.1% of the lowest income quarter.

And—with 65% of The Press circulation being delivered, the high family readership with its year-around pay-off means more sales, to make your advertising pay off most profitably!

**You'll Want Your Share of This—America's 8th Market!**

Daily Sales in Pittsburgh (Allegheny County)		Newspaper Circulation in Pittsburgh (Allegheny County)	
Sales	\$8,961,507.000	PRESS	544,954
Print	285,513,000	S-T	391,661
General Merchandise	100,680,000	P-G	153,293
Auto, Home, Appl.	100,680,000	S-T	144,536
Automotive	100,534,000	S-T	178,568
Total S. & C.	\$1,191,561,000		

Daily Sales to Metropolitan Pittsburgh		Pittsburgh Newspaper Circulation in Metropolitan Pittsburgh	
Sales	\$9,746,900.000	PRESS	579,486
Print	306,961,000	S-T	377,615
General Merchandise	100,680,000	P-G	140,815
Auto, Home, Appl.	100,680,000	S-T	134,594
Automotive	100,534,000	S-T	178,568
Total S. & C.	\$1,409,555,000		

**The Pittsburgh Press**



# NOW

## IS THE TIME TO BUILD and STRENGTHEN

**YOUR IMAGE IN THE  
PITTSBURGH MARKET**

### MARKET PROJECTIONS FOR PITTSBURGH 1965 SHOW:

- 5.5%** Increase in Population
- 34.0%** Increase in N.E.B.I.
- 35.6%** Increase in Retail Sales

See this issue of Sales Management for complete details

*With*

**The Pittsburgh Press**

**WHICH IS NOW and  
WILL BE IN 1965...**

**FIRST in the minds of YOUR CUSTOMERS**



Reprint from Sales Management, May 1959 shows current predominant leadership in Pittsburgh.

*A Scripps-Howard Newspaper*

Represented by the General Advertising Department Scripps-Howard Newspapers, 230 Park Avenue, N. Y. City. Offices in Chicago, Cincinnati, Detroit, Dallas, Philadelphia, San Francisco, Los Angeles.

# MARKET?

## Nashville is a **SUPER** market . . .

### and Newspapers make the sale!

With a population of almost 400,000 and growing every day, sales are booming in Greater Nashville. And . . . in Greater Nashville, Newspapers deliver your message to the homes where sales are made (9 out of 10). For terrific impact in a terrific market . . . look to Nashville Newspapers.



**Greater Nashville  
in 1965\***

Population  
**UP 17.6%**

Effective Buying Income  
**UP 46.7%**

Retail Sales  
**UP 47.3%**

*\*Sales Management  
Projection*

**NASHVILLE  
NEWSPAPERS  
SELL!**

**Nashville Banner**  
**PLAN \$16 MILLION IN HOMES**

**THE NASHVILLE TENNESSEAN**  
**MID-STATE GAINS NEW PLANT**

Evening **NEWSPAPER PRINTING CORPORATION, Agent** Morning • Sunday  
Represented Nationally by **THE BRANHAM CO.**

## Metropolitan Area Projections to 1965—(Cont'd)

**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

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<b>TENNESSEE</b>															
<i>Standard Areas</i>															
Chattanooga.....	299.2	388.0	119.7	82	82	419,674	554,464	132.1	102	103	298,701	384,171	128.6	96	100
Walker.....	44.0	49.3	112.0			66,745	70,962	120.8			22,935	34,932	152.3		
Hamilton.....	295.2	309.7	121.4			380,929	483,502	124.0			275,766	349,239	126.6		
Knoxville.....	373.5	416.3	111.5	67	70	521,010	666,674	126.0	85	88	370,995	459,132	123.8	77	85
Anderson.....	59.7	60.8	101.8			93,896	114,054	121.5			47,724	56,978	119.4		
Blount.....	84.5	73.5	113.9			70,840	88,079	124.3			46,465	53,142	114.4		
Knox.....	248.3	282.0	113.1			356,272	464,541	130.4			278,808	349,012	126.1		
Memphis.....	571.0	666.9	116.8	48	48	919,947	1,258,496	136.8	56	64	704,812	939,783	133.3	44	42
Shelby.....	571.0	666.9	116.8			919,947	1,258,496	136.8			704,812	939,783	133.3		
Nashville.....	377.2	443.4	117.6	65	65	599,682	879,592	146.7	71	66	477,017	702,577	147.3	64	57
Davidson.....	377.2	443.4	117.6			599,682	879,592	146.7			477,017	702,577	147.3		
<i>Potential Areas</i>															
Bristol-Johnson City- Kingsport.....	277.9	315.6	113.6	90	92	345,192	449,600	130.2	121	128	239,693	303,939	126.8	120	121
Carter.....	45.6	48.4	107.6			49,670	61,830	124.0			24,833	29,786	119.9		
Sullivan.....	110.1	134.4	122.1			154,261	214,113	138.9			113,567	161,429	133.3		
Washington.....	86.3	72.7	109.7			80,298	107,167	133.6			60,461	80,281	132.8		
Washington (Va.).....	56.6	60.1	106.4			80,913	86,490	109.2			40,832	42,443	103.9		

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# CORPUS CHRISTI

One of the Nation's  
fastest-growing cities

## Continues To Grow!

1965 Population	349,600	UP 36%
1965 Income	\$598,076,000	UP 48.2%
1965 Retail Sales	\$386,210,000	UP 40.4%

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**KZTV**



316,000 Watts

## Metropolitan Area Projections to 1965—(Cont'd)

**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE AREA COUNTY	HOW MANY PEOPLE POPULATION <b>SM</b> Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME <b>SM</b> Estimates					WHAT THEY SPEND TOTAL RETAIL SALES <b>SM</b> Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1958 (\$000)	Net E. B. I. 1965 (\$000)	Index of Growth 1958- 1965	Rank in USA 1958	Rank in USA 1965	Retail Sales 1958 (\$000)	Retail Sales 1965 (\$000)	Index of Growth 1958- 1965	Rank in USA 1958	Rank in USA 1965
<b>TEXAS</b>															
<i>Standard Areas</i>															
Amarillo.....	156.1	218.7	140.1	150	130	316,822	465,805	153.3	129	110	218,838	318,004	144.4	129	115
Potter.....	132.0	184.7	139.9			263,056	398,577	151.5			200,195	286,465	143.1		
Randall.....	24.1	34.0	141.1			53,784	87,228	162.2			18,843	29,539	156.4		
Austin.....	211.5	251.2	118.8	119	117	340,661	469,070	137.7	123	123	222,168	299,637	134.9	127	123
Travis.....	211.5	251.2	118.8			340,661	469,070	137.7			222,168	299,637	134.9		
Beaumont-Port Arthur.....	300.8	360.9	120.0	80	80	513,111	736,778	144.0	87	80	355,501	509,084	143.2	82	76
Jefferson.....	239.0	279.6	117.0			422,009	594,211	140.8			298,503	420,359	140.4		
Orange.....	61.8	81.3	131.6			91,102	144,567	158.7			56,998	88,725	156.4		
Corpus Christi.....	257.0	349.6	136.0	101	85	403,527	598,076	146.2	106	96	275,173	386,210	140.4	106	90
Nueces.....	257.0	349.6	136.0			403,527	598,076	146.2			275,173	386,210	140.4		
Dallas.....	1,031.0	1,306.2	126.6	20	20	1,957,135	2,848,000	145.5	22	21	1,479,071	2,094,135	141.6	20	19
Collin.....	43.1	47.3	109.7			53,023	67,668	127.6			38,148	45,196	125.0		
Dallas.....	900.0	1,161.1	129.0			1,777,806	2,619,160	147.3			1,368,803	1,844,355	143.1		
Denton.....	46.1	52.1	113.0			70,101	83,218	133.0			47,447	62,170	131.0		
Ellis.....	42.7	47.7	111.7			56,205	66,554	122.0			36,673	42,424	115.7		
El Paso.....	300.7	399.2	132.8	81	73	506,631	709,226	157.8	88	72	328,672	513,555	156.3	81	74
El Paso.....	300.7	399.2	132.8			506,631	709,226	157.8			328,672	513,555	156.3		

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## Their Authority Is the Survey

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the 31-year-old *Survey of Buying Power*. They know the *Survey* is reliable, and rely on it. And they know too that the people they are talking to—advertisers and advertising agencies—rely on the same authority.

# HUGE, HOT SPOT AREA OF WEST TEXAS NOW 1 BUY!

SM "HOT SPOT" CITY FOR 12 STRAIGHT MONTHS!\*

Four hot TV markets combined into one big regional network package deliver nearly 400,000 TV sets. With this one economical buy, you reach 1 1/2 million high-income customers.

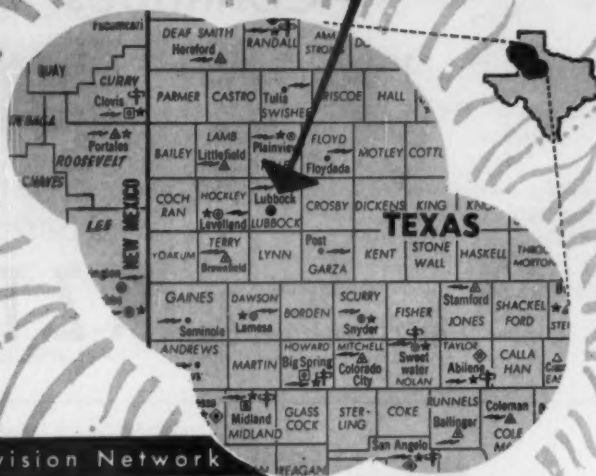
\*Ref. SM Mag.  
Nov. 1958 to  
Nov. 1959



West Texas Television Network

**KDUB-TV** LUBBOCK, TEXAS  
**KPAR-TV** ABILENE - SWEETWATER  
**KEDY-TV** BIG SPRING, TEXAS  
**KICA-TV** CLOVIS, NEW MEXICO

W. D. "Dub" Rogers, President & Gen. Mgr.—R. S. "Bud" Nielsen, Gen. Sales Mgr.



NATIONAL REPRESENTATIVE THE BRANHAM COMPANY

## Metropolitan Area Projections to 1965—(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE AREA COUNTY	HOW MANY PEOPLE POPULATION SM Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME SM Estimates					WHAT THEY SPEND TOTAL RETAIL SALES SM Estimates				
	Estimates					Estimates					Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965	Net E. & I. 1959 (\$'000)	Net E. & I. 1965 (\$'000)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965	Retail Sales 1959 (\$'000)	Retail Sales 1965 (\$'000)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965
<b>TEXAS (Cont'd)</b>															
Fort Worth	818.0	931.0	134.0	43	32	1,093,604	1,605,495	146.8	43	39	715,797	998,616	139.5	42	38
Johnson	36.0	40.0	111.2			50,061	59,222	118.3			26,867	31,816	118.4		
Tarrant	562.0	791.0	138.0			1,043,603	1,546,273	148.2			668,940	966,800	140.4		
Galveston	131.0	142.8	109.0	174	180	225,049	285,498	126.9	171	175	140,291	174,596	124.5	186	191
Galveston	131.0	142.8	109.0			225,049	285,498	126.9			140,291	174,596	124.5		
Houston	1,220.0	1,598.7	130.1	16	15	2,301,965	3,400,677	147.7	18	17	1,508,051	2,157,920	143.1	18	18
Harris	1,220.0	1,598.7	130.1			2,301,965	3,400,677	147.7			1,508,051	2,157,920	143.1		
Laredo	70.0	81.0	115.7	275	269	88,216	90,415	136.5	298	296	55,988	75,508	134.9	296	295
Webb	70.0	81.0	115.7			88,216	90,415	136.5			55,988	75,508	134.9		
Lubbock	175.0	245.2	140.1	135	122	324,331	489,441	150.9	126	115	212,691	302,014	142.0	131	122
Lubbock	175.0	245.2	140.1			324,331	489,441	150.9			212,691	302,014	142.0		
San Angelo	76.1	92.0	120.9	262	249	128,900	177,042	137.3	249	241	96,030	127,935	133.2	246	236
Tom Green	76.1	92.0	120.9			128,900	177,042	137.3			96,030	127,935	133.2		
San Antonio	645.0	767.2	118.9	39	38	956,156	1,325,248	138.6	54	50	657,815	894,405	136.0	46	47
Bexar	645.0	767.2	118.9			956,156	1,325,248	138.6			657,815	894,405	136.0		
Waco	146.1	163.4	110.3	167	164	218,575	269,145	123.1	177	181	167,827	212,186	126.6	165	166
McLennan	146.1	163.4	110.3			218,575	269,145	123.1			167,827	212,186	126.6		
Wichita Falls	132.5	165.9	125.2	171	161	234,080	305,652	130.6	166	169	146,157	176,288	120.6	161	169
Wichita	132.5	165.9	125.2			234,080	305,652	130.6			146,157	176,288	120.6		
<b>Potential Areas</b>															
Abilene	86.1	106.3	123.5	241	228	147,557	208,588	141.4	228	220	105,369	144,999	137.6	228	220
Taylor	86.1	106.3	123.5			147,557	208,588	141.4			105,369	144,999	137.6		
Brownsville-Harlingen															
McAllen	374.1	461.7	123.4	66	62	369,685	543,701	139.5	111	105	244,188	330,050	135.2	116	113
Cameron	176.0	219.2	124.9			192,386	290,555	151.0			127,053	188,770	148.6		
Hidalgo	204.1	242.5	118.8			197,498	253,146	128.2			117,133	141,280	120.6		

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THE 12TH U. S. MARKET

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Services of the Fort Worth Star-Telegram—Amon Carter, founder  
NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.

NOVEMBER 10, 1959

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to  
Salt  
Lake  
than  
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Can you afford to pass by 1½ million prosperous prospects? Then don't pass by Salt Lake! When you buy Salt Lake's two metropolitan newspapers you reach the nearly half-million in Salt Lake City, plus the million more in the "outer" Intermountain Market. Salt Lake is the only metropolitan city between Phoenix and the Canadian border and Denver and the Pacific Coast. It is the control point for this entire area and is recognized as such by the U. S. Dept of Commerce.



Represented Nationally by  
MOLONEY, REGAN & SCHMITT, Metro Comics Network.

## Metropolitan Area Projections to 1965—(Cont'd)

**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE AREA COUNTY	HOW MANY PEOPLE POPULATION <b>SM</b> Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME <b>SM</b> Estimates					WHAT THEY SPEND TOTAL RETAIL SALES <b>SM</b> Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1959 (\$000)	Net E. B. I. 1965 (\$000)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965	Retail Sales 1959 (\$000)	Retail Sales 1965 (\$000)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965
<b>TEXAS (Cont'd)</b>															
Longview	73.0	83.8	114.8	269	266	119,277	149,517	125.4	263	266	97,319	113,647	116.8	244	256
Gregg	73.0	83.8	114.8			119,277	149,517	125.4			97,319	113,647	116.8		
Midland	58.0	87.4	150.7	292	260	133,332	227,977	171.0	247	204	95,520	156,154	165.6	247	206
Midland	58.0	87.4	150.7			133,332	227,977	171.0			95,520	156,154	165.6		
Odessa	82.0	115.9	141.3	251	209	161,103	262,391	162.9	219	166	121,507	193,187	159.0	201	161
Ector	82.0	115.9	141.3			161,103	262,391	162.9			121,507	193,187	159.0		
Temple	99.1	116.8	119.9	223	205	161,813	235,472	145.5	216	197	95,235	138,886	145.8	246	225
Bell	99.1	116.8	119.9			161,813	235,472	145.5			95,235	138,886	145.8		
Texarkana	100.7	108.7	107.9	219	221	118,485	150,520	127.0	265	263	99,631	128,142	128.6	239	237
Bowie	68.0	74.1	109.0			82,294	101,464	123.3			53,140	63,221	119.0		
Miller (Ark.)	32.7	34.6	105.8			36,191	49,056	135.5			46,491	64,921	139.6		
Tyler	83.7	93.3	111.5	247	247	119,746	161,937	135.2	261	251	97,646	132,230	135.4	243	233
Smith	83.7	93.3	111.5			119,746	161,937	135.2			97,646	132,230	135.4		
<b>UTAH</b>															
<i>Standard Areas</i>															
Ogden	110.1	127.6	115.9	196	195	171,074	233,037	136.2	206	196	111,945	147,783	132.1	217	216
Weber	110.1	127.6	115.9			171,074	233,037	136.2			111,945	147,783	132.1		
Salt Lake City	371.1	435.2	117.3	68	67	614,966	900,412	146.4	69	64	476,733	695,691	145.9	65	60
Salt Lake	371.1	435.2	117.3			614,966	900,412	146.4			476,733	695,691	145.9		
<i>Potential Areas</i>															
Provo	106.5	124.3	116.7	206	200	134,416	176,450	131.3	246	242	79,025	99,544	124.7	279	271
Utah	106.5	124.3	116.7			134,416	176,450	131.3			79,025	99,544	124.7		

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# Metropolitan Area Projections to 1965—(Cont'd)

**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE AREA COUNTY	HOW MANY PEOPLE POPULATION <b>SM</b> Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME <b>SM</b> Estimates					WHAT THEY SPEND TOTAL RETAIL SALES <b>SM</b> Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1956 (\$000)	Net E. B. I. 1965 (\$000)	Index of Growth 1956- 1965	Rank in USA 1956	Rank in USA 1965	Retail Sales 1956 (\$000)	Retail Sales 1965 (\$000)	Index of Growth 1956- 1965	Rank in USA 1956	Rank in USA 1965
<b>VERMONT</b>															
<i>Potential Areas</i>															
Burlington.....	68.5	76.3	111.4	277	280	106,008	136,806	129.1	276	279	84,996	107,074	126.0	296	265
Chittenden.....	68.5	76.3	111.4			106,008	136,806	129.1			84,996	107,074	126.0		
<b>VIRGINIA</b>															
<i>Standard Areas</i>															
Lynchburg.....	107.5	113.2	105.3	204	216	142,019	179,499	126.1	232	247	106,663	128,652	119.9	223	241
Amherst.....	21.0	19.1	91.0			19,772	25,504	129.0			9,314	13,116	140.8		
Campbell.....	86.5	94.1	108.8			122,247	144,695	118.6			97,249	113,536	116.7		
Newport News-Hampton.....	209.9	258.6	123.2	120	114	340,449	443,280	130.2	124	131	204,115	257,152	126.0	136	147
Newport News.....	190.1	231.0	121.5			314,049	399,514	127.2			190,570	234,195	122.9		
York.....	19.8	27.6	139.4			26,400	43,746	165.7			13,545	22,957	169.5		
Norfolk-Portsmouth.....	582.6	721.1	123.8	47	42	1,010,729	1,312,276	129.8	50	51	589,996	729,492	123.6	55	56
Norfolk.....	485.0	582.7	120.1			861,964	1,062,023	124.7			529,801	633,806	119.8		
Princess Anne.....	97.6	138.4	141.8			168,765	250,253	157.6			81,195	95,884	156.7		
Richmond.....	398.8	442.5	111.0	63	66	693,318	851,577	122.8	64	66	482,070	584,267	121.0	62	69
Chesterfield.....	60.3	67.0	111.1			93,061	116,410	127.2			13,818	17,689	128.0		
Henrico.....	338.5	375.5	110.9			600,237	733,167	122.1			466,852	566,578	120.8		
Roanoke.....	157.0	174.3	111.0	149	153	259,805	322,199	124.0	151	165	178,786	220,629	123.4	159	164
Roanoke.....	157.0	174.3	111.0			259,805	322,199	124.0			178,786	220,629	123.4		
<i>Potential Areas</i>															
Bristol-Johnson C.-Kingsport.....	277.9	315.6	113.6	90	92	345,192	449,600	130.2	121	128	239,693	303,939	126.8	120	121
Carter (Tenn.).....	45.0	48.4	107.6			49,670	61,630	124.0			24,833	29,780	119.9		
Sullivan (Tenn.).....	110.1	134.4	122.1			154,201	214,113	138.9			113,567	151,429	133.3		
Washington (Tenn.).....	66.3	72.7	109.7			80,206	107,167	133.6			60,461	80,281	132.8		
Washington.....	56.5	60.1	106.4			60,913	66,490	109.2			40,832	42,443	103.9		
Danville.....	112.7	122.2	108.4	195	202	137,619	166,144	113.6	240	255	86,482	94,766	109.6	263	260
Pittsylvania.....	112.7	122.2	108.4			137,619	166,144	113.6			86,482	94,766	109.6		
Petersburg.....	109.7	134.8	122.7	200	189	166,133	232,190	139.7	213	199	114,385	163,719	134.4	215	210
Dinwiddie.....	57.4	61.6	107.3			78,065	82,151	116.0			66,285	69,070	117.3		
Prince George.....	52.3	73.0	139.6			88,088	140,039	159.0			40,190	73,649	169.8		

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## Sales Management's

### 1959 COUNTY OUTLINE RETAIL SALES MAP

*Includes Alaska and Hawaii—also Canadian Markets*

Differences in retail sales volume shown by variations in county color shadings

... counties indicated whose family sales exceed U.S. average.

All metropolitan areas clearly defined ... 1750 cities with retail sales of \$20 million or more

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SALES MANAGEMENT, 630 Third Avenue, New York 17, N.Y.

# Metropolitan Area Projections to 1965—(Cont'd)

**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE AREA COUNTY	HOW MANY PEOPLE POPULATION <b>SM</b> Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME <b>SM</b> Estimates					WHAT THEY SPEND TOTAL RETAIL SALES <b>SM</b> Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1958 (\$000)	Net E. B. I. 1965 (\$000)	Index of Growth 1958- 1965	Rank in USA 1958	Rank in USA 1965	Retail Sales 1958 (\$000)	Retail Sales 1965 (\$000)	Index of Growth 1958- 1965	Rank in USA 1958	Rank in USA 1965
<b>WASHINGTON</b>															
<i>Standard Areas</i>															
Seattle.....	1,024.2	1,210.4	118.2	21	21	2,089,245	2,823,033	139.9	19	20	1,346,543	1,877,003	139.4	22	22
King.....	882.1	1,032.0	117.0			1,857,023	2,594,663	139.7			1,201,746	1,678,075	139.6		
Snohomish.....	142.1	178.4	125.5			232,222	326,370	141.4			144,797	198,928	137.4		
Spokane.....	286.1	359.3	125.6	85	81	541,034	721,250	133.3	80	83	342,344	429,848	125.6	84	91
Spokane.....	286.1	359.3	125.6			541,034	721,250	133.3			342,344	429,848	125.6		
Tacoma.....	319.9	367.3	114.8	77	78	567,565	775,246	136.6	78	78	331,226	451,322	136.3	90	87
Pierce.....	319.9	367.3	114.8			567,565	775,246	136.6			331,226	451,322	136.3		
<i>Potential Areas</i>															
Bellingham.....	73.7	78.7	106.2	266	272	115,585	130,149	112.6	269	281	56,224	65,211	112.0	297	297
Whatcom.....	73.7	78.7	106.2			115,585	130,149	112.6			56,224	65,211	112.0		
Bromerton.....	80.1	85.6	106.9	255	263	135,609	168,729	125.2	243	248	84,133	104,216	123.9	268	270
Kitsap.....	80.1	85.6	106.9			135,609	168,729	125.2			84,133	104,216	123.9		
Pasco-Kennewick-Richland.....	97.7	134.8	138.0	224	188	194,421	302,342	154.9	187	187	101,083	133,723	131.3	235	231
Benton.....	73.5	100.9	137.3			145,982	193,612	132.6			86,751	88,001	128.0		
Franklin.....	24.2	33.9	140.0			48,439	68,730	141.9			33,132	45,722	138.0		
Yakima.....	161.3	169.2	111.8	192	198	218,320	276,472	126.6	178	178	170,449	210,178	123.3	163	171
Yakima.....	161.3	169.2	111.8			218,320	276,472	126.6			170,449	210,178	123.3		
<b>WEST VIRGINIA</b>															
<i>Standard Areas</i>															
Charleston.....	257.8	290.1	112.5	100	100	434,634	568,260	131.0	97	99	297,497	377,466	126.9	87	102
Kanawha.....	257.8	290.1	112.5			434,634	568,260	131.0			297,497	377,466	126.9		
Huntington-Ashland.....	262.7	268.6	109.9	97	102	379,211	487,403	128.5	116	117	261,414	329,318	126.0	110	114
Boyd (Ky.).....	54.0	58.3	108.0			73,908	96,209	130.2			58,577	74,997	128.0		
Lawrence (Ohio).....	53.9	57.3	106.3			72,041	88,469	122.6			41,378	51,309	124.0		
Cabell.....	113.8	127.2	111.8			168,575	245,118	130.0			147,326	185,441	125.9		
Wayne.....	41.0	45.8	111.7			44,687	57,607	128.9			14,130	17,571	124.4		
Steubenville-Weirton.....	165.3	171.5	103.8	144	155	286,499	358,793	125.2	140	151	171,930	219,262	127.5	161	166
Jefferson (Ohio).....	102.1	103.1	101.0			179,124	223,884	125.0			125,348	162,612	129.7		
Brooks.....	24.7	24.8	100.4			41,237	46,921	113.6			17,513	19,033	106.7		
Hancock.....	38.5	43.6	113.2			66,138	87,988	133.0			29,069	37,617	129.4		
Wheeling.....	194.8	200.0	102.7	125	136	312,480	396,042	126.7	131	137	219,161	278,401	127.0	126	136
Belmont (Ohio).....	87.8	86.5	98.5			127,587	161,611	126.7			81,287	106,417	133.4		
Marshall.....	31.7	30.5	96.2			44,847	57,167	127.5			23,496	30,643	130.4		
Ohio.....	76.3	83.0	110.2			140,046	177,264	126.6			114,376	139,341	121.8		
<i>Potential Areas</i>															
Clarksburg.....	77.8	77.8	100.0	239	278	122,318	153,283	125.3	257	260	86,639	106,614	125.4	262	263
Harrison.....	77.8	77.8	100.0			122,318	153,283	125.3			86,639	106,614	125.4		
Parkersburg.....	84.1	100.6	119.9	246	244	126,346	166,991	148.8	254	233	86,868	127,763	147.1	260	239
Wood.....	84.1	100.6	119.9			126,346	166,991	148.8			86,868	127,763	147.1		

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## Monthly High-Spot Cities Sales Forecast — Two Months Ahead

In every first issue of the month **SALES MANAGEMENT** forecasts what the next month's retail sales will be in leading U. S. and Canadian cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The *Survey of Buying Power* gives you sales for the latest complete year. In between the current *Survey* and its successor, "High-Spot Cities" alerts you to changes in the making . . . each month.

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# Metropolitan Area Projections to 1965—(Cont'd)

**SM** Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE AREA COUNTY	HOW MANY PEOPLE POPULATION <b>SM</b> Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME <b>SM</b> Estimates					WHAT THEY SPEND TOTAL RETAIL SALES <b>SM</b> Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1955 (\$000)	Net E. B. I. 1965 (\$000)	Index of Growth 1955- 1965	Rank in USA 1955	Rank in USA 1965	Retail Sales 1955 (\$000)	Retail Sales 1965 (\$000)	Index of Growth 1955- 1965	Rank in USA 1955	Rank in USA 1965
<b>WISCONSIN</b>															
<i>Standard Areas</i>															
Green Bay.....	119.2	130.4	110.3	186	191	190,992	248,331	130.0	189	192	153,121	197,003	128.7	176	180
Brown.....	119.2	130.4	110.3			190,992	248,331	130.0			153,121	197,003	128.7		
Kenosha.....	106.5	112.5	111.9	221	217	185,556	229,518	123.6	195	201	96,861	115,018	118.7	245	234
Kenosha.....	106.5	112.5	111.9			185,556	229,518	123.6			96,861	115,018	118.7		
Madison.....	214.1	255.0	119.1	118	115	417,677	555,023	132.9	103	102	289,161	344,877	128.1	107	106
Dane.....	214.1	255.0	119.1			417,677	555,023	132.9			289,161	344,877	128.1		
Milwaukee.....	1,177.0	1,396.3	118.6	17	17	2,333,314	3,271,427	140.2	17	18	1,556,751	2,164,189	139.0		17
Milwaukee.....	1,041.0	1,291.1	115.4			2,086,201	2,809,156	138.8			1,430,367	1,962,417	135.6		
Waukesha.....	136.0	166.2	143.5			237,113	362,271	152.6			126,384	181,772	143.8		
Racine.....	132.1	145.8	110.4	173	176	258,277	344,275	133.3	153	154	159,042	212,107	133.4	170	169
Racine.....	132.1	145.8	110.4			258,277	344,275	133.3			159,042	212,107	133.4		
<i>Potential Areas</i>															
Appleton.....	94.4	103.5	108.6	228	234	151,465	204,261	134.9	225	225	120,715	164,149	136.0	203	201
Outagamie.....	94.4	103.5	108.6			151,465	204,261	134.9			120,715	164,149	136.0		
Beloit-Janesville.....	117.1	132.7	113.3	187	180	216,599	274,490	126.7	179	179	136,299	166,806	122.4	189	197
Rock.....	117.1	132.7	113.3			216,599	274,490	126.7			136,299	166,806	122.4		
Eau Claire.....	107.7	115.5	107.2	203	210	162,794	208,140	127.9	216	222	123,338	157,113	127.4	196	206
Chippewa.....	46.7	49.6	106.2			59,126	76,415	129.2			54,919	71,233	129.7		
Eau Claire.....	61.0	65.9	108.0			103,668	131,725	127.1			68,419	85,880	125.5		
Fond Du Lac.....	74.1	78.2	105.5	265	277	120,107	148,363	123.5	260	268	86,647	105,587	121.9	261	268
Fond Du Lac.....	74.1	78.2	105.5			120,107	148,363	123.5			86,647	105,587	121.9		
La Crosse.....	73.5	79.9	108.7	267	271	121,979	158,098	129.6	258	253	100,646	130,016	129.2	237	235
La Crosse.....	73.5	79.9	108.7			121,979	158,098	129.6			100,646	130,016	129.2		
Manitowoc-Two Rivers.....	73.1	75.5	103.3	268	261	117,707	139,356	118.4	266	276	77,584	89,674	115.6	282	288
Manitowoc.....	73.1	75.5	103.3			117,707	139,356	118.4			77,584	89,674	115.6		
Oshkosh.....	104.2	114.9	110.3	211	212	174,089	218,753	125.7	204	215	121,157	148,275	122.4	202	215
Winnebago.....	104.2	114.9	110.3			174,089	218,753	125.7			121,157	148,275	122.4		
Sheboygan.....	93.1	99.5	106.9	229	244	159,574	197,296	123.6	221	228	96,757	119,826	121.3	242	252
Sheboygan.....	93.1	99.5	106.9			159,574	197,296	123.6			96,757	119,826	121.3		
Wausau.....	90.1	93.7	104.0	234	245	127,160	151,797	119.4	251	263	81,356	94,685	116.6	276	278
Marathon.....	90.1	93.7	104.0			127,160	151,797	119.4			81,356	94,685	116.6		
<b>WYOMING</b>															
<i>Potential Areas</i>															
Casper.....	46.4	63.2	136.2	296	293	98,012	154,590	157.7	284	256	53,711	125,696	150.4	270	243
Natrona.....	46.4	63.2	136.2			98,012	154,590	157.7			53,711	125,696	150.4		
Cheyenne.....	60.0	72.7	121.2	290	285	108,506	146,894	135.4	275	289	71,940	91,153	126.7	290	287
Laramie.....	60.0	72.7	121.2			108,506	146,894	135.4			71,940	91,153	126.7		

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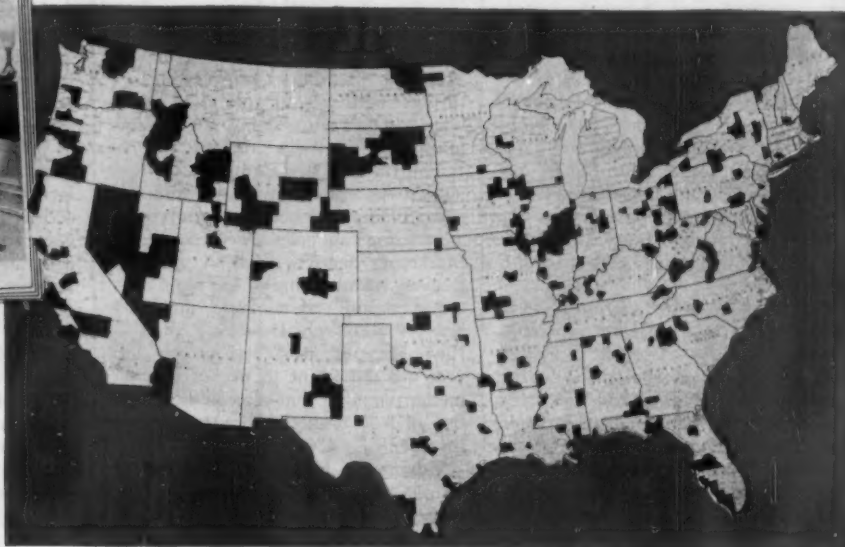
# State and Section Projections to 1965

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

SECTIONS AND STATES	HOW MANY PEOPLE					WHAT THEY EARN					WHAT THEY SPEND				
	POPULATION					NET EFFECTIVE BUYING INCOME					TOTAL RETAIL SALES				
	SM Estimates					SM Estimates					SM Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1959 (\$000)	Net E. B. I. 1965 (\$000)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965	Retail Sales 1959 (\$000)	Retail Sales 1965 (\$000)	Index of Growth 1959- 1965	Rank in USA 1959	Rank in USA 1965
<b>NEW ENGLAND</b>															
Connecticut	2,389.4	2,638.4	110.4	25	25	7,968,987	7,464,682	134.0	15	15	3,265,123	4,324,430	132.4	21	20
Maine	914.6	970.3	106.1	38	38	1,465,594	1,759,363	120.0	38	39	1,068,645	1,267,940	118.6	37	38
Massachusetts	5,925.3	5,355.8	106.9	9	10	10,035,441	12,587,652	125.4	9	9	6,383,108	7,911,649	123.8	9	10
New Hampshire	569.0	620.9	109.3	46	46	962,917	1,199,491	125.5	45	45	576,736	724,108	125.8	45	46
Rhode Island	842.8	892.5	106.9	39	40	1,496,666	1,690,789	112.3	37	40	967,228	1,073,486	111.0	38	40
Vermont	375.6	388.3	103.4	48	48	570,820	697,307	122.2	49	50	438,420	529,212	120.7	50	50
	10,098.7	10,866.2	107.5			20,190,425	25,379,254	126.3			12,799,400	15,930,903	124.5		
<b>MIDDLE ATLANTIC</b>															
New Jersey	5,796.7	6,451.1	111.3	8	8	12,431,110	19,155,641	130.0	8	8	7,299,450	9,514,162	130.3	8	8
New York	16,676.5	18,430.2	110.5	1	1	35,570,126	49,114,520	135.3	1	1	21,116,580	28,629,788	135.6	1	1
Pennsylvania	11,295.3	11,961.7	105.9	3	3	20,357,069	26,364,161	129.5	4	4	12,299,271	16,089,630	130.0	4	4
	33,668.5	36,843.0	109.4			68,358,321	96,634,322	132.6			40,815,301	54,233,677	132.9		
<b>EAST NORTH CENTRAL</b>															
Illinois	9,541.8	10,640.5	109.1	4	6	20,643,390	26,972,063	130.7	3	3	12,567,455	16,449,804	130.9	3	3
Indiana	4,592.4	5,216.7	113.6	10	11	8,189,936	11,024,368	134.9	10	10	5,142,869	6,857,683	133.3	11	11
Michigan	7,892.9	9,113.3	115.5	7	7	14,287,180	20,897,673	146.3	7	7	9,031,896	12,663,098	140.2	7	7
Ohio	9,518.8	10,861.5	114.1	6	6	18,006,657	22,562,051	125.3	5	5	11,043,447	13,683,393	124.0	5	6
Wisconsin	3,902.7	4,289.8	109.9	15	15	6,592,296	8,507,841	130.6	13	13	4,599,335	5,935,451	129.1	13	13
	35,748.6	40,123.8	112.2			67,699,460	90,064,016	133.0			42,383,967	55,994,429	131.2		
<b>WEST NORTH CENTRAL</b>															
Iowa	2,747.3	2,851.5	103.8	24	24	4,696,007	5,494,437	117.0	21	23	3,464,099	4,005,439	115.6	18	22
Kansas	2,153.6	2,276.7	105.7	28	27	3,619,539	4,532,214	125.6	26	26	2,427,264	3,016,437	124.3	26	26
Minnesota	3,352.3	3,601.1	107.4	18	18	5,496,743	7,049,936	128.3	18	18	3,872,280	5,034,478	128.7	14	14
Missouri	4,310.5	4,594.2	106.9	13	13	7,387,247	9,992,565	129.9	11	12	5,072,544	6,908,463	128.3	12	12
Nebraska	1,433.4	1,502.2	104.8	34	38	2,419,767	2,992,227	123.7	32	32	1,823,420	2,212,420	121.3	30	30
North Dakota	640.6	699.0	109.2	45	45	888,491	1,024,689	116.0	47	47	781,922	911,593	116.6	44	44
South Dakota	697.5	726.5	104.2	41	42	1,036,375	1,229,931	118.7	42	44	806,406	944,468	117.3	43	43
	15,335.7	16,181.2	105.5			25,524,169	31,936,016	125.1			18,346,937	22,634,296	123.4		
<b>SOUTH ATLANTIC</b>															
Delaware	441.0	504.3	114.4	47	47	955,500	1,353,544	141.7	46	43	613,589	858,992	140.0	46	45
District of Columbia	824.8	908.1	110.1	40	39	1,808,340	2,347,030	129.8	35	34	1,332,143	1,623,949	121.9	36	36
Florida	4,439.9	5,540.8	124.8	12	9	6,907,590	9,837,142	138.5	12	11	6,278,133	8,960,142	142.8	10	9
Georgia	3,837.9	4,005.8	104.4	16	16	5,048,116	6,434,030	127.5	20	20	3,628,353	4,570,248	126.0	17	17
Maryland	3,043.9	3,466.4	113.9	21	19	5,527,471	7,867,336	137.3	18	14	3,285,451	4,821,848	137.6	20	18
North Carolina	4,536.7	4,891.2	107.8	11	12	5,499,581	6,178,178	112.5	17	19	3,832,132	4,968,898	126.3	15	15
South Carolina	2,376.5	2,569.9	108.1	26	26	2,648,565	3,322,248	125.4	31	31	1,742,722	2,160,232	124.0	31	31
Virginia	3,831.2	4,317.5	109.8	14	14	5,787,425	7,377,616	127.6	14	16	3,676,197	4,633,340	126.0	16	16
West Virginia	1,983.7	2,075.2	105.7	30	31	2,710,731	3,444,248	127.1	30	30	1,664,402	2,069,653	125.5	32	32
	25,395.6	28,279.2	111.4			36,893,339	46,516,455	131.5			26,153,122	34,387,293	131.5		
<b>EAST SOUTH CENTRAL</b>															
Alabama	3,184.5	3,336.3	104.8	19	21	3,877,760	4,922,123	126.9	24	24	2,654,946	3,330,337	125.4	24	24
Kentucky	3,030.8	3,126.0	103.2	22	23	3,727,076	4,758,064	127.7	25	25	2,426,343	3,060,827	126.1	27	25
Mississippi	2,138.6	2,141.3	100.1	29	30	2,014,124	2,215,074	110.0	33	35	1,488,749	1,673,696	111.4	34	34
Tennessee	3,471.2	3,830.3	110.6	17	17	4,376,176	5,765,231	131.7	22	22	3,099,397	4,025,316	129.9	22	21
	11,825.1	12,433.9	105.2			13,995,136	17,660,462	126.2			9,649,435	12,080,176	125.3		
<b>WEST SOUTH CENTRAL</b>															
Arkansas	1,755.5	1,833.3	103.0	32	33	7,938,016	2,080,614	107.9	34	36	1,489,866	1,637,319	109.9	33	35
Louisiana	3,132.6	3,400.7	108.6	20	20	4,345,556	5,947,036	120.0	23	21	2,824,704	3,824,300	135.4	23	23
Oklahoma	2,276.0	2,224.5	97.7	27	28	3,430,306	3,855,141	112.4	27	29	2,436,727	2,800,127	114.8	25	29
Texas	9,534.4	10,973.1	115.0	6	4	18,181,167	21,001,327	138.3	6	6	10,739,030	14,680,703	136.7	6	5
	16,698.5	18,231.6	109.2			24,895,044	32,884,118	132.1			17,492,327	22,942,449	131.2		
<b>MOUNTAIN</b>															
Arizona	1,162.2	1,513.4	130.5	35	34	1,679,343	2,665,951	141.6	36	33	1,379,365	1,933,779	140.2	35	33
Colorado	1,699.0	1,931.5	113.7	33	32	2,868,832	4,090,983	137.2	28	28	2,220,759	3,010,418	135.6	28	27
Idaho	641.2	696.1	108.9	44	44	1,001,492	1,189,222	118.7	44	46	518,465	655,793	117.3	42	42
Montana	676.6	718.7	106.2	42	43	1,145,882	1,394,168	121.7	41	41	877,452	1,054,827	120.2	41	41
Nevada	276.7	349.2	126.2	50	50	551,293	820,043	148.7	50	48	446,095	655,774	147.0	49	48
New Mexico	900.8	1,033.7	114.8	37	36	1,331,528	1,926,332	144.7	39	37	955,196	1,365,675	143.0	39	37
Utah	876.9	1,012.7	115.5	38	37	1,293,333	1,803,563	139.4	40	38	903,135	1,244,446	137.8	40	39
Wyoming	331.8	369.0	111.2	49	49	671,114	779,310	136.5	48	49	446,396	601,931	134.8	48	49
	6,565.2	7,826.3	116.2			10,762,917	14,678,540	138.4			8,043,663	10,623,743	134.6		
<b>PACIFIC</b>															
California	14,892.8	18,629.7	125.1	2	1	31,169,865	45,055,820	144.6	2	2	19,584,257	28,115,436	142.6	2	2
Oregon	17,511.0	2,213.8	124.3	31	29	2,973,216	4,182,263	140.7	29	27	2,148,589	2,926,663	136.2	29	28
Washington	2,804.4	3,306.1	118.0	23	22	8,196,035	7,073,864	136.1	19	17	3,298,526	4,446,796	135.2	19	19
	19,476.3	24,151.6	124.0			39,338,916	56,258,786	143.1			25,121,372	3,548,855	141.3		
Alaska	215.7	289.6	125.0	51	51	463,319	666,960	138.0	51	51	211,991	307,387	145.0	51	51
Hawaii	642.8	795.5	119.1	43	41	1,025,046	1,383,812	135.0	43	42	531,263	754,925	142.1	47	47
U. S. Less A & H.	174,914.2	194,736.2	111.3			307,567,731	406,668,191	132.7			200,805,846	263,102,867	131.0		
U. S. Plus A & H.	175,772.7	195,773.3	111.4			309,076,096	408,716,963	132.7			201,549,100	264,165,179	131.1		

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Patrick E. O'Rourke, Advertising Director

NEW YORK 22: 405 Park Avenue, Plaza 5-7900

DETROIT 2: 3-223 General Motors Bldg., TRinity 1-5262

CLEVELAND 15: 604 Hanna Bldg., PRospect 1-4677

ATLANTA 3: Cogill, Pirnie & Brown, 1722 Rhodes Haverly

Bldg., JAckson 2-8113

LOS ANGELES 5: 3670 Wilshire Blvd., DUmkirk 1-3821

SAN FRANCISCO 4: 235 Montgomery St., YUken 2-0924

## Marketing on the Move

# Rankings of 703 Cities in 9 Categories

The tables that follow show totals and rankings, for all cities of 25,000 population or more, for people, for dollars, for total retail sales and for 5 major store types.

Just as in the case of the projections to 1965 for all standard and potential metropolitan areas, this feature came about as the direct demand of subscribers. In a May questionnaire to readers, the suggestion was advanced that such a ranking could be developed from the data published in the May 10 Survey of Buying Power. Did subscribers want it, and in what detail?

Yes, they did, and in as much detail as a 7-inch page width would accommodate.

The most frequently expressed need was a comparison with a company's own sales figures. Are we doing as well in city X as we *should* do, based upon the city's ranking in various categories? L. N. Rieman, Assoc. S.M., Hart, Schaffner & Marx, puts it this way, "Could be very helpful in establishment of sales quotas within our established sales territories. We are aware of the rapid growth of some cities and the somewhat slower growth of others and it would be very helpful to have specific facts on each of them."

Wm. J. O'Rourke, United Men's Division, Brown Shoe Co., writes: "Would enable us to compare towns of comparable size and look into why we are doing a comparatively excellent job in one and a comparatively poor job in another." . . . In somewhat similar words, T. F. Costello,

G.S.M., Seabrook Farms, says: "Valuable to us as a comparison to our own set of values that we must establish." . . . Forrest Berg, Market Analyst, National Presto Industries, writes: "Of great value not only in supplementing other less complete data, but to verify the statistics of our own company." . . . Wm. H. Maynard, SM, Kent-Coffey Manufacturing Co. wants to determine, "just what cities we are doing a good job in and those we are not."

The value of these rankings for test market operations was stressed by many readers, especially executives of advertising agencies. Ted Springer, Marketing Services division of Knox Reeves, writes: "One of our chief uses is in choosing test markets"; and Earl Lowry, Research Director, Allen & Reynolds, puts it: "City ranking figures are important to us not only in media planning, but also in the selection of test markets and new markets for clients."

Edwin A. Kirschner, Director of Media Service, Ted Bates & Co., doesn't want to overlook any important segments that might be reached with the advertising dollars at hand, and "in our media efforts to reach everybody or to reach various segments of the population, we are regularly concerned with the location and description of 'the next most important group to cover.'"

L. L. Druckenmiller, Manager Research Department, Brooke, Smith, French & Dorrance, Inc. says the city rankings would be "one of the most comprehensive and usable means

available for allocating local advertising funds." . . . Carl Georgi, Jr., V. P. and Media Director, Campbell-Ewald Co., believes the city ranking data "would be helpful to us in media, particularly in relation to studies and/or selection of newspapers and other local media."

The Gold Seal Co. executives think the city rankings "are important in our planning, buying, and advertising program," and Elgin National Watch: "I have already had numerous requests for such a ranking from different members of the marketing staff." . . . "A great help as a reference source in setting up marketing programs"—Ellington & Co., and "city ranking figures are important in much of the work we do for clients"—J. M. Mathes, Inc.

The basic figures in the following tables come from the May 10 Survey of Buying Power. They are translated into rankings to show where a given city ranks in relation (1) to all U.S.A. cities, (2) in its population group, and (3) to cities within the state of which it is a part.

The population groupings are as follows:

25,000 to 49,999  
50,000 to 99,999  
100,000 to 249,999  
250,000 to 499,999  
500,000 and over

An easy basis of comparison is to check the household ranking against the others. If the other (or *any* of the other) rankings are higher, then the city is above average.

## Households Ranking, 703 Cities

CITY and STATE	RANK				CITY and STATE	RANK				CITY and STATE	RANK			
	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State		Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State		Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State
<b>ALABAMA</b>					Montgomery	130.5	105	53	3	<b>ARKANSAS</b>				
Anniston	35.2	356	221	9	Phenix City	27.3	682	347	12	El Dorado	26.0	622	287	5
Bessemer	32.4	548	213	8	Selma	28.4	609	274	11	Fort Smith	62.1	273	131	2
Birmingham	396.5	38	12	1	Tuscaloosa-Northport	66.5	308	165	7	Hot Springs	33.2	456	121	4
Dothan	29.7	579	244	10	<b>ALASKA</b>					Little Rock-North				
Florence-Sheffield-Tusculum-Muscle Shoals	63.3	252	110	6	Anchorage	33.4	501	166	1	Little Rock	192.3	64	12	1
Gadsden	70.2	225	83	4	<b>ARIZONA</b>					Pine Bluff	46.3	351	21	3
Huntsville	60.2	244	102	5	Mesa	31.0	579	244	3	<b>CALIFORNIA</b>				
Mobile-Prichard	219.7	63	11	2	Phoenix	241.3	51	1	1	Alameda	70.9	190	48	20
					Tucson	110.0	120	68	2	Alhambra	58.8	227	85	27

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HOUSTON, TEX.



BUFFALO, N. Y.



MINNEAPOLIS, MINN.



SAN FRANCISCO, CALIF.



KANSAS CITY, MO.



SEATTLE, WASH.



NEW ORLEANS, LA.



DENVER, COLO.



SAN FERNANDO VALLEY, CALIF.



MIAMI, FLA.



NASSAU CO., LONG ISLAND



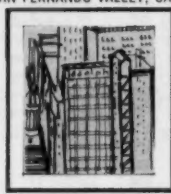
ATLANTA, GA.



INDIANAPOLIS, IND.



OAKLAND, CALIF.



DALLAS, TEX.



LOUISVILLE, KY.



BIRMINGHAM, ALA.



JERSEY CITY, N. J.



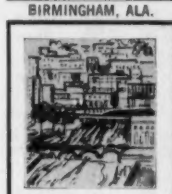
MEMPHIS, TENN.



SAN DIEGO, CALIF.



PROVIDENCE, R. I.



ROCHESTER, N. Y.



COLUMBUS, OHIO

## Now the Long Beach City Zone Joins the Over Half Million Population Group

Make room for another city . . . Long Beach, California . . . in the over half million population class. With 508,369 people, it exceeds Rochester, N. Y. and Columbus, Ohio in population.

No other major city zone in the nation has grown so fast. Long Beach has added 222,867 people since 1950 . . . an increase of 78%.

The only way you can get your full share of this great new sales opportunity . . . an important part of the Los Angeles-Long Beach Metropolitan Area . . . is by advertising in the Independent, Press-Telegram. These newspapers cover nearly 7 out of 10 families in the Long Beach City Zone. No "outside" newspaper covers even 1 out of 10.

Sources: Audit Bureau of Circulations.  
Standard Rates & Data Service



LONG BEACH, CALIF.

\* MAKE ROOM FOR US

MORNING

EVENING

**Independent****Press-Telegram**

SUNDAY

LONG BEACH, CALIFORNIA • REPRESENTED NATIONALLY BY RIDDER-JOHNS, INC.  
NOVEMBER 10, 1959

# Households Ranking, 703 Cities—(Cont'd)

RANK					RANK					RANK				
CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State
Altadena Township...	83.2	331	182	39	Denver	827.8	24	24	1	IDAHO				
Anaheim	79.1	174	32	18	Englewood	34.0	482	147	8	Boise	34.2	450	115	1
Arcadia	40.3	371	37	42	Grand Junction	25.3	855	320	7	Idaho Falls	25.6	571	236	2
Bakersfield	84.1	278	134	34	Pueblo	99.5	153	11	2	Pocatello	26.8	662	327	3
Belvedere Township...	48.3	450	115	53										
Berkeley	120.9	104	82	11	CONNECTICUT					ILLINOIS				
Beverly Hills	31.1	445	110	81	Bridgeport	170.7	81	29	2	Alton-Woods River-				
Burbank	93.5	143	4	13	Bristol	45.6	383	49	12	East Alton	57.0	285	123	14
Chula Vista	37.6	421	86	47	East Hartford	39.1	478	143	15	Aurora	58.2	266	123	13
Compton	72.8	198	56	22	Greenwich	51.5	316	171	10	Belleville	39.5	392	56	22
Concord	29.1	571	236	65	Hartford	188.7	70	18	1	Berwyn	53.0	291	149	16
Costa Mesa	27.6	628	293	71	Manchester	40.6	417	82	14	Bloomington-Normal	47.6	343	13	19
Culver City	35.1	445	110	52	Meriden-Wallingford	67.5	214	72	7	Carbondale-Herrin-				
Daly City	35.1	469	134	56	Middletown	37.2	532	197	17	Murphysboro	33.1	482	147	26
East Bakersfield	60.6	283	141	35	New Britain	86.8	178	36	6	Champaign-Urbana	78.6	222	80	10
El Cajon	29.2	556	221	64	New Haven	167.0	84	32	3	Chicago	3,851.1	2	2	1
Eureka	30.1	519	184	61	New London	31.3	556	221	19	Chicago Heights	30.5	571	236	29
Fremont	27.4	672	337	73	Norwalk	62.8	249	107	8	Cicero	68.3	204	82	9
Fresno	123.7	102	50	10	Norwich	40.8	359	65	13	Danville	41.4	368	34	20
Fullerton	53.0	291	149	37	Stamford	68.0	173	31	8	Decatur	77.1	181	39	7
Gardenia	32.4	509	174	86	Stratford	44.9	380	48	11	Des Plaines	32.0	541	206	27
Garden Grove	66.6	195	53	21	Torrington	30.4	556	221	18	East St. Louis	69.5	165	23	6
Glendale	115.8	97	45	9	Waterbury	113.7	130	78	4	Elgin	48.7	371	37	21
Hawthorne	32.3	509	174	59	Torrington	30.4	556	221	18	Elmhurst	37.6	462	127	25
Hayward	61.0	251	109	31	West Hartford	57.9	290	155	9	Evanston	75.8	202	80	8
Huntington Park	29.6	429	93	48	West Haven	37.8	491	158	18	Freeport	25.7	617	282	36
Inglewood	62.5	209	67	25						Galesburg	35.7	428	93	23
Lakewood	61.6	268	126	33	DELAWARE					Granite City	38.2	445	110	24
La Mesa	25.4	587	262	60	Wilmington	115.1	128	74	1	Harvey	25.5	672	337	37
Long Beach-Lakewood	383.9	32	6	6						Joliet	61.3	263	121	12
Los Angeles	2,397.5	3	3	1	DIST. OF COLUMBIA					Kankakee	26.6	571	236	30
Lynwood	31.7	519	184	62	Washington, D. C.	624.8	11	11	1	La Salle-Peru-Oglesby	26.9	604	269	31
Manhattan Beach	34.5	453	118	54						Maywood	29.4	609	274	34
Menlo Park	27.1	696	339	74	FLORIDA					Moline-East Moline-				
Modesto	35.2	484	89	44	Clearwater	41.3	343	13	13	Rock Island	109.6	129	77	4
Monrovia	26.0	568	253	67	Coral Gables	34.4	480	128	16	Oak Park	60.3	237	95	11
Montebello	31.1	446	113	63	Daytona Beach	44.7	311	2	11	Park Forest	29.9	609	274	35
Monterey Park	33.9	456	121	55	Fort Lauderdale	91.8	139	3	8	Park Ridge	30.4	582	227	28
Mountain View	26.5	579	244	66	Fort Pierce	25.3	672	337	22	Pekin	26.6	604	269	32
National City	33.5	491	166	57	Gainesville	32.9	597	282	21	Peoria	119.6	112	80	3
Oakland	416.1	30	4	4	Hialeah	56.3	283	141	9	Quincy	45.3	331	8	18
Ohlala	25.0	644	309	72	Hollywood	37.6	392	58	16	Rockford	120.1	107	55	2
Ontario-Upland	59.6	241	98	30	Jacksonville	236.3	59	6	3	Skokie	54.8	306	163	16
Orland	34.8	514	179	60	Key West	51.1	340	188	12	Springfield	89.2	148	8	5
Palo Alto	49.2	296	1	38	Lakeland	43.8	343	13	14	Sterling-Rock Falls	27.4	604	269	33
Pasadena	123.0	93	41	8	Miami	300.3	42	16	1	Waukegan	52.4	316	171	17
Pomona	63.1	222	80	26	Miami Beach	54.9	234	92	8	Wilmette	25.5	696	360	38
Redlands	28.7	588	283	68	North Miami	28.4	582	253	20					
Redondo Beach	45.7	330	10	40	Orlando	69.3	150	10	6	INDIANA				
Redwood City	45.6	346	16	41	Panama City	33.9	526	191	19	Anderson	51.0	287	145	9
Richmond	74.4	204	62	23	Pensacola	53.2	309	168	10	Bloomington	40.7	501	186	16
Riverside	82.3	163	21	16	St. Petersburg	173.2	60	8	4	Elkhart	39.3	397	62	13
Sacramento	171.2	71	19	6	Sarasota	38.7	389	55	15	Evansville	139.6	92	40	6
San Bernardino	91.3	147	7	14	Tallahassee	45.9	400	65	17	Fort Wayne	152.5	87	35	5
San Diego	522.6	23	23	3	Tampa	264.5	50	24	2	Gary	178.6	79	27	3
San Francisco	801.5	9	9	2	West Palm Beach	62.2	218	76	7	Hammond-East				
San Jose	180.7	77	25	7						Chicago	169.4	85	33	4
San Leandro	63.7	231	89	29	GEORGIA					Indianapolis	463.2	27	1	1
San Mateo	69.0	267	65	24	Albany	47.1	361	29	6	Kokomo	46.6	346	16	11
Santa Ana	75.3	172	30	17	Athens	37.0	519	184	10	Lafayette-West				
Santa Barbara	57.3	237	95	29	Atlanta	510.0	26	26	1	Lafayette	53.2	321	175	10
Santa Clara	44.2	415	80	46	Augusta	101.2	150	89	4	Marion	35.7	421	86	16
Santa Monica	84.5	137	1	12	Brunswick	26.5	672	337	14	Michigan City	32.4	582	227	17
Santa Rosa	33.7	408	73	45	Columbus	129.6	114	62	3	Muncie	65.3	216	74	8
South Gate	55.3	284	122	32	Decatur	26.9	622	287	12	New Albany	38.1	406	73	14
South San Francisco	39.2	440	105	50	East Point	35.3	489	154	9	Richmond	45.0	346	16	12
Stockton	96.3	174	32	19	La Grange	27.8	660	333	13	South Bend-				
Sunnyvale	42.1	397	62	43	Macon	87.1	168	26	5	Mishawaka	167.7	78	24	2
Torrance	98.0	157	15	15	Marietta	44.3	400	65	7	Terre Haute	73.2	180	38	7
Vallejo	64.0	267	145	36	Rome	36.4	428	93	5					
Ventura	25.9	597	262	70	Savannah	139.8	100	48	2	IOWA				
Whittier	33.7	426	93	49	Valdosta	33.7	519	184	11	Ames	29.8	644	308	14
										Burlington	36.9	417	82	9
COLORADO					HAWAII					Cedar Rapids	66.2	189	17	4
Aurora	37.3	479	143	4	Hilo	28.4	687	361	2	Clinton	35.1	465	130	10
Boulder	34.5	514	179	6	Honolulu	326.3	49	23	1	Council Bluffs	62.5	305	162	7
Colorado Springs	73.9	168	26	3										

See bold-face text page 160 for population groups.

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# Households Ranking, 703 Cities—(Cont'd)

CITY and STATE	RANK				CITY and STATE	RANK				CITY and STATE	RANK			
	Population (thous.)	Among U. S. Cities	In Popu- lation Group	Among Cities in State		Population (thous.)	Among U. S. Cities	In Popu- lation Group	Among Cities in State		Population (thous.)	Among U. S. Cities	In Popu- lation Group	Among Cities in State
Davenport.....	91.5	156	14	3	Medford.....	87.4	239	117	18	Laurel.....	30.7	588	233	8
Des Moines.....	212.2	56	4	1	Melrose.....	30.1	597	282	33	Meridian.....	51.2	314	159	3
Dubuque.....	59.6	301	158	9	Methuen.....	26.9	644	309	40	Natchez.....	36.1	571	236	7
Fort Dodge.....	27.7	397	282	13	Natick.....	26.7	617	282	36	Vicksburg.....	32.8	482	147	6
Iowa City.....	34.3	579	244	12	New Bedford.....	107.5	126	74	5	MISSOURI				
Mason City.....	35.1	469	134	11	Newton.....	90.1	182	40	11	Columbia.....	46.1	429	93	8
Ottumwa.....	36.1	406	73	8	Northampton.....	31.1	690	345	43	Independence.....	57.1	247	166	5
Sioux City.....	99.9	144	5	2	Peabody.....	29.2	699	274	34	Jefferson City.....	32.5	571	236	10
Waterloo.....	80.8	176	34	5	Pittsfield.....	56.9	287	145	17	Joplin.....	42.6	326	6	7
KANSAS					Quincy.....	85.7	176	34	10	Kansas City.....	520.2	22	22	2
Hutchinson.....	37.5	408	73	4	Revere.....	41.3	440	105	27	Kirkwood.....	28.4	609	274	11
Kansas City.....	131.2	101	49	2	Salem.....	41.6	417	82	26	St. Joseph.....	91.5	153	11	4
Salina.....	36.2	421	86	5	Somerville.....	94.9	166	24	9	St. Louis.....	872.2	10	10	1
Topeka.....	112.8	109	57	3	Springfield.....	168.6	83	31	3	Sedalia.....	26.6	546	211	9
Wichita.....	253.1	48	22	1	Taunton.....	42.1	445	110	23	Springfield.....	102.2	119	67	3
KENTUCKY					Waltham.....	53.7	361	191	22	University City.....	87.1	278	136	6
Ashland.....	34.5	501	166	7	Watertown.....	39.9	478	143	29	Webster Groves.....	29.0	617	282	12
Bowling Green.....	30.1	526	191	8	Weymouth.....	49.2	340	11	20	MONTANA				
Covington.....	70.1	199	57	2	Woburn.....	28.1	882	347	44	Billings.....	42.0	364	31	3
Frankfort.....	25.3	634	299	9	Worcester.....	206.3	67	15	2	Butte-Anaconda.....	53.0	271	129	1
Lexington.....	64.9	244	102	3	MICHIGAN					Great Falls.....	52.6	295	153	2
Louisville.....	417.1	35	9	1	Adrian.....	25.8	665	320	30	Helena.....	26.3	588	253	4
Newport.....	33.2	489	154	6	Allen Park.....	37.1	548	213	26	Missoula.....	27.5	604	268	6
Owensboro.....	50.4	328	180	5	Ann Arbor.....	51.5	392	193	18	NEBRASKA				
Paducah.....	47.6	316	4	4	Battle Creek.....	53.5	297	145	13	Grand Island.....	26.5	562	227	3
LOUISIANA					Bay City.....	87.6	279	137	12	Hastings.....	25.4	622	267	4
Alexandria-Pineville.....	55.4	295	153	5	Benton Harbor-St. Joseph.....	35.7	453	116	22	Lincoln.....	129.5	99	47	2
Baton Rouge.....	166.1	86	24	3	Birmingham.....	25.4	644	309	29	Omaha.....	302.5	44	18	1
Bossier City.....	26.0	662	327	8	Dearborn.....	125.0	116	64	5	NEVADA				
Lafayette.....	49.9	371	37	7	Detroit.....	1,951.8	5	5	1	Las Vegas.....	55.0	252	110	1
Lake Charles.....	70.7	321	175	6	East Detroit.....	44.3	445	110	21	Reno.....	53.9	268	126	2
Monroe-West Monroes.....	66.8	227	65	4	East Lansing.....	26.7	703	367	34	NEW HAMPSHIRE				
New Iberia.....	26.5	670	335	9	Ferndale.....	33.1	541	206	25	Concord.....	29.1	644	309	3
New Orleans.....	680.1	18	18	1	Flint.....	190.1	65	13	2	Manchester.....	85.0	166	24	1
Shreveport.....	187.9	69	17	2	Garden City.....	33.6	548	213	27	Nashua.....	38.2	465	130	2
MAINE					Grand Rapids.....	190.9	86	14	3	NEW JERSEY				
Bangor.....	38.5	469	134	3	Hamtramck.....	39.4	465	130	23	Atlantic City.....	62.5	237	95	11
Lewiston-Auburn.....	70.1	220	78	2	Hazel Park.....	26.1	689	354	33	Bayonne.....	80.0	190	48	9
Portland.....	81.0	178	36	1	Highland Park.....	44.2	359	27	16	Belleville.....	35.5	501	166	26
South Portland.....	28.9	655	320	4	Inkster.....	35.9	609	274	28	Bloomfield.....	53.5	304	161	13
MARYLAND					Jackson.....	54.5	276	134	11	Camden.....	131.9	111	59	5
Annapolis.....	29.3	702	366	5	Kalamazoo.....	80.9	184	42	7	East Orange.....	85.2	160	10	8
Baltimore.....	965.2	6	6	1	Lansing.....	126.6	103	51	4	Elizabeth.....	115.5	130	78	7
Bethesda.....	78.1	202	60	2	Lincoln Park.....	51.1	381	189	15	Englewood.....	26.7	644	309	35
Cumberland.....	38.7	421	86	4	Livonia.....	50.7	364	192	17	Fair Lawn.....	35.0	476	143	25
Hagerstown.....	39.8	404	69	3	Mikland.....	25.9	680	345	32	Garfield.....	30.4	562	227	29
MASSACHUSETTS					Monroe.....	25.8	672	337	31	Hackensack.....	32.9	526	191	28
Arlington.....	49.3	371	37	23	Muskegon.....	51.1	306	163	14	Hoboken.....	51.7	314	169	14
Attleboro.....	25.6	655	320	41	Pontiac.....	85.3	185	43	8	Irvington.....	63.1	227	85	10
Belmont.....	28.6	617	282	35	Port Huron.....	38.2	440	105	20	Jersey City.....	302.2	47	21	2
Beverly.....	33.2	509	174	30	Roseville.....	39.5	496	163	24	Kearny.....	40.4	428	93	22
Boston.....	748.2	15	15	1	Royal Oak.....	74.8	209	67	9	Linden.....	35.8	514	179	27
Braintree.....	30.0	634	299	39	Saginaw.....	103.8	142	57	6	Long Branch.....	30.5	562	227	30
Brockton.....	62.5	242	100	13	St. Clair Shores.....	72.3	234	92	10	Maplewood Township.....	27.0	670	335	37
Brookline.....	84.6	256	114	14	Wyandette.....	42.5	417	82	19	Montclair.....	46.6	384	31	16
Cambridge.....	123.1	122	70	4	MINNESOTA					New Brunswick.....	42.9	421	86	20
Chelsea.....	35.4	326	191	31	Austin.....	27.4	634	299	8	Newark.....	486.5	33	7	1
Chicopee.....	56.2	331	162	19	Duluth.....	110.2	124	72	3	North Bergen Township.....	44.0	376	42	17
Everett.....	44.5	404	69	25	Mankato-North Mankato.....	28.9	662	327	10	Nutley.....	30.9	579	244	32
Fall River.....	107.0	135	63	6	Minneapolis.....	557.1	21	21	1	Orange.....	40.5	428	93	21
Fitchburg.....	43.7	387	83	24	Richfield.....	45.9	421	86	5	Passaic-Clifton.....	136.3	98	46	4
Framingham.....	34.1	546	211	32	Rochester.....	36.0	494	159	8	Pateron.....	145.0	91	39	3
Gloucester.....	26.6	628	293	37	St. Cloud.....	31.5	634	299	9	Pennsauken Township.....	27.9	579	244	31
Haverhill.....	46.0	346	16	21	St. Louis Park.....	47.2	368	34	4	Perth Amboy.....	43.5	392	68	18
Holyoke.....	54.2	298	155	18	St. Paul.....	342.8	40	14	2	Plainfield.....	48.0	355	23	15
Lawrence.....	72.9	199	57	12	Winona.....	27.5	628	283	7	Rahway.....	25.1	682	347	36
Leominster.....	25.2	672	337	42	MISSISSIPPI					Ridgewood.....	25.6	634	299	34
Lowell.....	94.5	182	20	8	Biloxi-Gulfport.....	87.9	256	114	2	Teanack Township.....	41.4	694	358	40
Lynn.....	99.0	144	5	7	Columbus.....	26.0	652	347	9	Trenton.....	135.4	118	66	6
Malden.....	80.1	273	131	16	Greenville.....	36.0	469	134	4	Union Township.....	82.1	693	194	36
Marlborough-Hudson.....	26.4	628	293	38	Hattiesburg.....	34.7	501	166	6					
					Jackson.....	128.6	115	63	1					

See bold-face text page 160 for population groups.

NOVEMBER 10, 1959

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# Households Ranking, 703 Cities—(Cont'd)

RANK					RANK					RANK				
CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State
Union City	53.0	271	129	12	Minot	28.5	634	299	4	Easton-Wilson-Phillipsburg	64.3	259	117	18
Vineland	38.0	460	125	24						Easton	35.7	501	186	30
West New York	37.1	413	78	19						Erie	146.5	95	43	3
West Orange	31.1	578	214	33	OHIO					Greensburg-Southwest Greensburg	26.9	644	309	36
Westfield	27.0	644	319	36	Akron	309.5	43	17	5	Harrisburg	92.2	149	9	7
Woodbridge Township	42.5	486	121	23	Alliance	32.8	509	174	33	Haverford Township	52.4	331	182	19
NEW MEXICO					Ashtabula	26.0	634	299	39	Hazleton	34.7	532	197	32
Albuquerque	195.0	67	15	1	Barberton	34.2	514	179	34	Homestead-West				
Carlsbad	29.6	579	244	4	Canton	125.7	106	54	8	Homestead-Munhall	31.2	588	253	35
Clovis	26.5	634	299	6	Chillicothe	26.8	597	262	37	Johnstown	65.0	252	110	15
Hobbs	29.0	579	244	5	Cincinnati	554.5	19	19	2	Lancaster	65.7	231	89	12
Roswell	38.5	440	105	2	Cleveland	932.5	8	8	1	Lebanon	34.0	494	189	26
Santa Fe	36.0	586	221	3	Cleveland Heights	62.7	243	101	12	Levittown	72.0	195	83	10
NEW YORK					Columbus	468.0	31	5	3	Lower Merion Township	60.0	265	123	17
Albany	144.1	90	38	9	Cuyahoga Falls	43.6	383	49	24	McKeesport	46.7	355	23	22
Amsterdam	32.3	532	197	28	Dayton	297.1	45	19	6	Mt. Lebanon Township	35.4	498	163	29
Auburn	37.6	469	134	25	East Cleveland	41.1	361	29	20	New Castle	50.9	331	182	20
Binghamton	82.9	188	46	13	East Liverpool	26.6	622	287	38	New Kensington	36.2	482	147	25
Buffalo	602.5	20	20	3	Elyria	40.2	400	65	28	Norristown	40.0	526	191	31
Dunkirk-Fredonia	26.7	634	299	29	Euclid	85.1	259	117	14	Oil City-Franklin	30.5	541	206	33
Elmira	55.0	291	149	17	Findlay	28.9	571	236	36	Philadelphia	2,207.2	4	4	1
Gloversville					Garfield Heights	35.4	532	197	35	Pittsburgh	686.5	17	17	2
Johnstown	35.5	428	93	23	Hamilton	70.0	209	67	11	Pottstown	25.6	662	327	37
Homestead Township	748.4	13	13	2	Lakewood	70.0	192	50	10	Reading	113.5	120	88	5
Ithaca	29.5	689	334	33	Lancaster	31.5	509	174	32	Scranton	128.0	105	56	4
Jamestown	42.4	351	21	20	Lima	55.9	270	128	15	Sharon-Farrell	46.4	387	83	23
Kingston	30.9	532	197	27	Lorain	99.0	298	155	18	State College-Bellefonte	28.7	700	364	40
Lackawanna	29.3	689	354	32	Mansfield	52.6	283	141	17	Upper Darby Township	94.1	158	16	8
Lockport	26.2	644	309	30	Maple Heights	27.7	682	347	42	Washington	26.0	662	327	38
Long Beach	26.1	628	293	28	Marion	37.5	428	93	27	West Mifflin	27.5	700	364	39
Mount Vernon	76.3	193	51	14	Martins Ferry-Bellairs	25.9	634	299	40	Wilkes-Barre	73.8	218	76	11
New Rochelle	75.3	208	66	16	Massillon	36.3	465	130	29	Wilkesburg	31.2	498	163	28
New York City	7,771.3	1	1	1	Middletown	45.6	368	34	21	Williamsport	48.2	331	8	21
Newburgh-Beacon	47.6	342	12	19	Newark	40.6	380	46	23	York	63.6	231	89	13
Niagara Falls	103.3	146	88	12	Norwood	37.0	413	78	26					
North Hempstead Township	221.4	59	7	6	Parma	66.6	247	105	13	RHODE ISLAND				
North Tonawanda-Tonawanda	53.7	311	168	18	Parsippany	42.9	379	45	22	Cranston	62.1	291	149	4
Olean	25.9	655	320	31	Ravenna-Kent	26.9	682	347	43	East Providence	40.0	440	105	6
Oyster Bay Township	287.3	52	25	5	Sandusky	33.7	489	134	30	Newport	44.0	469	134	7
Rochester	346.1	39	13	4	Shaker Heights	36.7	450	115	28	Pawtucket-Central Falls	108.7	125	73	2
Rome	49.5	399	95	22	South Euclid	27.5	644	309	41	Providence	230.4	57	5	1
Schenectady	97.5	137	1	11	Springfield	88.1	161	19	9	Warwick	58.5	281	139	3
Syracuse	214.0	62	10	7	Steuensville	36.8	469	134	31	Wassuckett	51.3	316	171	8
Troy	78.5	185	63	15	Toledo	377.7	37	11	4					
Utica	106.5	134	82	10	Warren	58.8	273	131	16	SOUTH CAROLINA				
Watertown	36.0	469	124	24	Youngstown	184.5	76	26	7	Charleston	71.8	208	64	2
White Plains	51.1	351	189	21	Zanesville	44.8	355	23	19	Columbia	111.1	150	89	1
Yonkers	184.6	72	20	8	OKLAHOMA					Florence	28.8	609	274	5
NORTH CAROLINA					Ardmore	29.3	532	197	7	Greenville	70.0	222	80	3
Asheville	56.1	281	139	8	Bartlesville	29.7	519	184	6	Rock Hill	30.3	655	320	6
Burlington	32.0	556	221	12	Enid	43.2	346	16	4	Spartanburg	41.2	421	86	4
Charlotte	166.5	88	36	1	Lawton	57.5	301	158	3	Sumter	25.0	662	347	7
Durham	87.9	187	45	4	Midwest City	31.0	562	227	9					
Fayetteville	49.8	376	42	9	Muskogee	41.1	376	42	8	SOUTH DAKOTA				
Gastonia	36.2	532	197	10	Norman	39.2	532	197	8	Rapid City	41.6	392	58	2
Goldensboro	28.5	628	293	16	Oklahoma City	299.5	41	15	1	Sieus Falls	66.0	228	84	1
Greensboro	121.9	133	81	3	Ponca City	25.6	604	269	11					
High Point	47.5	371	37	8	Shawnee	26.4	588	253	10	TENNESSEE				
Kannapolis	31.8	609	274	14	Stillwater	25.4	699	363	12	Chattanooga	150.1	89	37	3
Kinston	27.7	655	320	17	Tulsa	285.5	46	20	2	Jackson	37.5	428	93	5
Raleigh	86.1	199	57	5	OREGON					Johnson City	28.1	609	354	7
Rocky Mount	34.0	532	197	11	Eugene-Springfield	61.6	246	104	2	Knoxville	132.0	110	58	4
Salisbury-Spencer-East Spencer	26.9	597	262	13	Portland	414.1	29	3	1	Memphis	493.9	28	2	1
Wilmington	54.8	328	180	7	Salem	47.5	328	7	3	Nashville	184.0	74	22	2
Wilson	30.0	622	287	15	PENNSYLVANIA					Oak Ridge	28.3	672	337	6
Winston-Salem	114.0	132	80	2	Abington Township	53.4	316	171	18	TEXAS				
NORTH DAKOTA					Aliquippa-Rochester	43.3	400	85	24	Abilene	70.1	216	74	17
Bismarck-Mandan	37.0	482	147	3	Allentown	113.7	128	76	6	Amarillo	139.5	93	41	8
Fargo	47.4	384	31	1	Altoona	75.5	189	47	9	Austin	195.2	75	23	6
Grand Forks-East Grand Forks	42.6	453	118	2	Beaver Falls-New Brighton	31.3	548	213	34	Baytown	26.9	562	227	34
					Cheltenham Township	35.8	494	159	27	Beaumont	123.1	112	60	10
					Chester	71.8	234	92	14					

See bold-face text page 160 for population groups.

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For newspaper advertisers, what is the Charlotte market?.....

To begin with, it's Metropolitan Charlotte (Mecklenburg County), biggest thing in both Carolinas. But that *is* only the beginning. Charlotte's newspapers, The Charlotte Observer and The Charlotte News, reach much further. In addition to providing saturation coverage of Charlotte itself, they deliver a Zone of Influence\* that includes 39 Carolina counties, where the population totals nearly two million and yearly retail volume passes the one-and-a-half billion dollar mark †.

**That Represents a Population Potential More Than Seven Times as Great as Metropolitan Charlotte Itself. And One Media Buy Delivers It All.**

As a newspaper market, then, Charlotte is of major *national* importance... biggest in the Carolinas —and then some!

There are, in fact, only 43 cities in the entire U.S. where you can buy more circulation.

\* Contiguous counties where Observer-News daily circulation (3/31/59 ABC) is equal to at least 20% of total county households (1959 Sales Management) or 20% of households in one or more principal cities in the county.

† 1959 Sales Management Survey of Buying Power.

**THE CHARLOTTE OBSERVER**

**THE CHARLOTTE NEWS**

*Charlotte, N. C. • Daily Circulation over 222,000*

*Represented by  
The Katz Agency, Inc.  
Newspaper Division*



# Households Ranking, 703 Cities--(Cont'd)

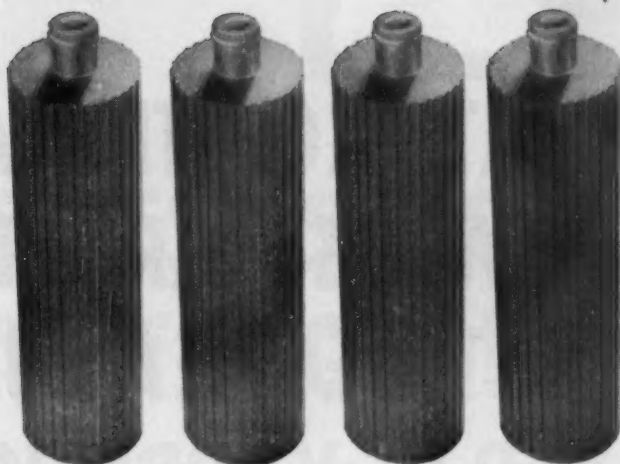
RANK					RANK					RANK				
CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State
Bellaire.....	26.6	644	309	38	UTAH					WEST VIRGINIA				
Big Spring.....	29.5	571	236	36	Ogden.....	66.5	213	71	2	Bluefield (W. Va.)-				
Brownsville-Harlingen-					Provo.....	41.0	482	147	3	Bluefield (Va.).....	26.9	672	337	9
McAllen.....	115.1	141	86	12	Salt Lake City.....	226.5	84	2	1	Charleston-South				
Bryan.....	29.6	548	213	32						Charleston.....	116.3	117	65	1
					VERMONT					Clarksburg.....	33.2	469	134	6
Corpus Christi.....	175.1	80	28	7	Burlington.....	37.1	494	159	1	Fairmont.....	30.5	541	206	6
Dallas.....	688.5	14	14	2						Huntington.....	93.0	165	13	2
Denton.....	25.9	588	253	37	VIRGINIA					Morgantown.....	30.0	622	287	8
Detroit.....	30.0	668	333	40	Alexandria.....	90.1	163	21	5	Parkersburg.....	50.0	227	85	4
El Paso.....	263.0	53	26	5	Bristol (Tenn.)-					Weirton.....	33.2	548	213	7
Fort Worth.....	399.0	34	8	4	Bristol (Va.).....	35.9	501	166	9	Wheeling.....	65.1	220	78	3
Galveston.....	73.5	194	52	15	Charlottesville.....	30.5	617	282	10					
Garland.....	31.8	562	227	33	Danville.....	50.3	331	182	8	WISCONSIN				
Grand Prairie.....	36.0	482	147	27	Lynchburg.....	53.3	323	177	7	Appleton-Neenah-				
Houston.....	922.0	7	7	1						Menasha.....	82.0	183	41	4
Irving.....	42.5	399	27	24	Newport News-					Beloit.....	36.1	462	127	16
Laredo.....	66.7	323	177	23	Hampton-Warwick.....	190.1	82	30	3	Eau Claire.....	40.5	406	73	13
Longview.....	41.2	383	49	25	Norfolk-Portsmouth-					Fond du Lac.....	32.1	526	191	17
Lubbock.....	145.1	96	44	9	South Norfolk.....	420.7	36	10	1					
Marshall.....	28.4	588	283	38	Petersburg-Hopewell-					Green Bay.....	63.4	232	110	6
Midland.....	55.3	283	141	21	Colonial Heights.....	66.6	249	107	6	Janesville.....	30.2	548	213	18
Odesa.....	77.4	186	44	14	Richmond.....	242.0	55	3	2	Kenosha.....	61.0	299	117	7
Orange.....	31.4	562	227	35	Roanoke.....	104.6	139	85	4	La Crosse.....	51.0	326	179	10
Pasadena.....	99.0	279	137	20	Staunton.....	25.2	698	362	11	Madison.....	122.8	122	70	2
Port Arthur.....	65.0	237	95	18						Manitowoc-Two Rivers	44.0	383	40	12
San Angelo.....	69.9	209	67	16	WASHINGTON					Milwaukee.....	768.0	12	12	1
San Antonio.....	685.0	25	25	3	Bellingham.....	36.9	397	62	7	Oshkosh.....	46.2	355	23	11
Sherman.....	28.1	541	206	31	Bremerton.....	29.1	519	184	9	Racine.....	84.4	171	29	3
Temple.....	34.5	491	156	28	Everett.....	35.1	404	69	8					
Texarkana (Tex.)-					Pasco-Kamewick-					Sheboygan.....	46.3	325	5	9
Texarkana (Ark.)...	51.4	301	156	22	Richland.....	51.9	331	182	5	Superior.....	35.9	462	127	14
Texas City.....	33.0	501	166	29						Wausau.....	32.6	514	179	16
					Seattle.....	586.8	16	16	1	Wausau.....	58.5	300	168	8
Taylor.....	58.6	256	114	19	Spokane.....	191.2	61	9	2	West Allis.....	69.9	215	73	5
University Park.....	30.2	519	184	30	Tacoma.....	159.5	73	21	3	WYOMING				
Victoria.....	40.0	428	93	26	Vancouver.....	42.1	380	46	6	Casper.....	35.7	428	93	2
Waco.....	106.2	136	84	11	Walla Walla.....	25.8	662	327	10	Cheyenne.....	38.1	416	61	1
Wichita Falls.....	97.3	170	28	13	Yakima.....	47.0	311	2	4					

## Total Net Effective Buying Income Ranking, 703 Cities

RANK					RANK					RANK				
CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State
ALABAMA					Tucson.....	110.0	125	67	2	Compton.....	72.8	224	80	24
Anniston.....	35.2	608	270	8						Concord.....	29.1	589	253	67
Bessemer.....	32.4	672	336	9	ARKANSAS					Costa Mesa.....	27.6	673	337	74
Birmingham.....	366.5	44	17	1	El Dorado.....	26.0	689	353	5	Culver City.....	35.1	434	102	80
Dothan.....	29.7	687	351	10	Furt Smith.....	62.1	413	186	2	Daly City.....	35.1	404	78	47
Florence-Sheffield-					Hot Springs.....	33.2	614	278	4	East Bakersfield.....	60.6	323	165	41
Tussumbula-					Little Rock-North					El Cajon.....	29.2	645	309	71
Muscle Shoals.....	63.3	328	167	5	Little Rock.....	192.3	89	37	1	Eureka.....	30.1	478	145	55
Garland.....	70.2	310	156	4	Pine Bluff.....	46.3	554	218	3	Fremont.....	27.4	662	326	73
Huntsville.....	60.2	382	184	7						Fresno.....	123.7	107	55	11
Mobile-Prichard.....	219.7	76	24	2	CALIFORNIA					Fullerton.....	53.0	293	142	37
Montgomery.....	130.5	131	72	3	Alameda.....	70.9	199	59	18	Gardena.....	32.4	551	215	64
Phoenix City.....	27.3	702	368	12	Alhambra.....	56.8	231	87	25	Garden Grove.....	66.6	268	120	34
Salina.....	26.4	696	360	11	Altadena Township...	53.2	256	109	32	Glendale.....	115.8	91	39	10
Tuscaloosa-Northport..	68.5	345	177	6	Anaheim.....	79.1	211	69	21	Hawthorne.....	32.3	530	196	61
					Arcadia.....	40.3	327	19	42	Hayward.....	61.0	270	122	35
ALASKA					Bakersfield.....	54.1	234	90	26	Huntington Park.....	29.6	442	110	52
Anchorage.....	33.4	322	16	1	Belvedere Township...	48.3	529	195	60	Inglewood.....	62.8	214	72	22
ARIZONA					Berkeley.....	120.9	85	33	8	Lakewood.....	61.6	231	143	38
Mesa.....	31.0	659	323	3	Beverly Hills.....	31.1	236	3	27	La Mesa.....	25.4	641	305	70
Phoenix.....	241.3	52	2	1	Burbank.....	93.5	146	17	13	Long Beach-Lakewood	383.9	31	6	5
					Chula Vista.....	37.6	486	152	58	Los Angeles.....	2 397.5	3	3	1

See bold-face text page 160 for population groups.

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# “LOOK ALIKES”

**BUT WHAT A DIFFERENCE TO THE PLASTICS ENGINEER**

To the untrained eye these containers look alike as peas. But the plastics engineer recognizes that they can be produced by a variety of processes—blow molding, injection molding, extruding or vacuum forming—from many different materials, such as styrene, polyethylene, polypropylene, acetate, etc.

In today's complex plastics industry it is more difficult than ever before to distinguish among the different properties of the wide range of materials available, to weigh processing characteristics, to evaluate equipment advantages. That's why the *plastics engineer* has become *all-important* in the specification and purchase of materials, equipment, supplies.

PLASTICS TECHNOLOGY is the only publication in the field devoted 100% to the technical interests of these important men—provides the technical editorial fare they *must have* to keep abreast of developments in their special fields.

That's why PLASTICS TECHNOLOGY provides the kind of readership and editorial atmosphere that gets results for advertisers.

PLASTICS TECHNOLOGY is first among all publications in coverage of the research, design, development and production engineers in the plastics industries including: custom, proprietary and in-plant molders (end-users doing their own processing).

Tell your product sale's story to the *only men qualified* to evaluate its advantages to them—the *Plastics Engineer* readers of PLASTICS TECHNOLOGY.



**PLASTICS**

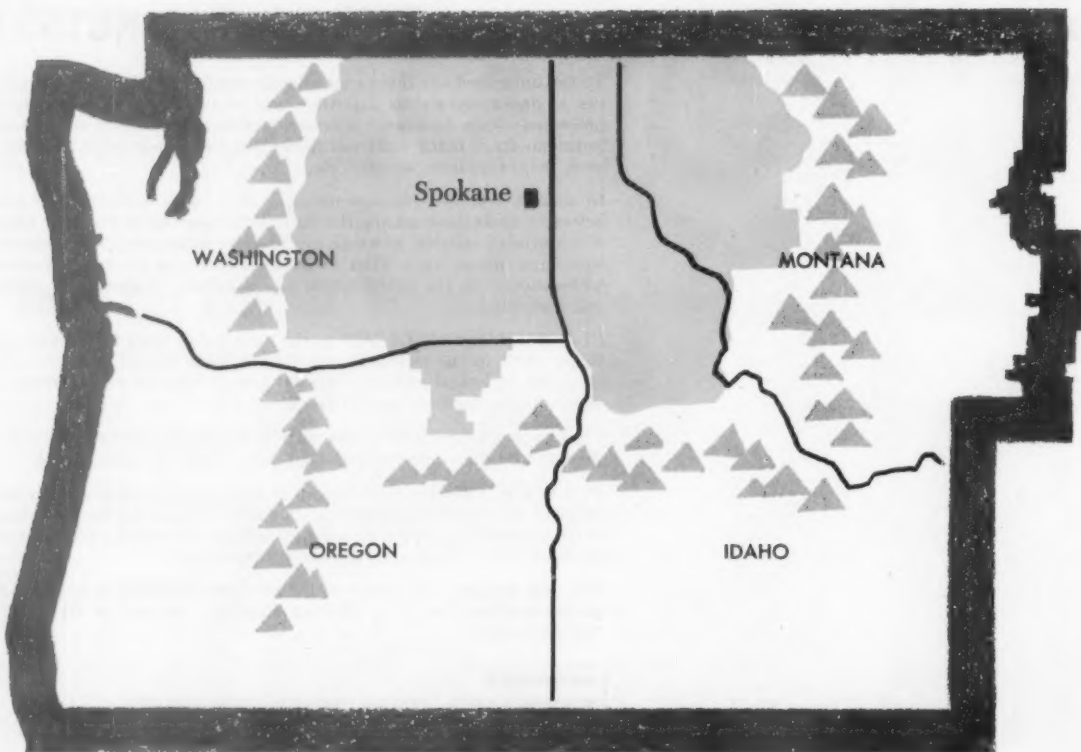
THE MAGAZINE OF APPLIED ENGINEERING

**TECHNOLOGY**

A BILL BROTHERS PUBLICATION  
630 Third Avenue, New York 17, New York

**Q**uestion:

**WHAT EXCEPTIONAL, BIG, FAST-GROWING MARKET IN THE WEST MUST BE MEASURED BY THE \* P.P.P. YARDSTICK?**





**A** *nswer:*

## The SPOKANE MARKET



# 4

# ...TIMES AS BIG AS IT LOOKS!

	METROPOLITAN SPOKANE	RETAIL TRADING ZONE	TOTAL SPOKANE MARKET
* <b>PEOPLE</b> POPULATION	286,100	679,600	1,150,500
* <b>PAYCHECKS</b> NET INCOME	\$541,034,000	\$1,250,602,000	\$2,009,334,000
* <b>PURCHASES</b> RETAIL SALES	\$342,344,000	\$ 793,504,000	\$1,348,779,000

### THE SPOKESMAN-REVIEW and SPOKANE DAILY CHRONICLE reach one of every two families in this TOTAL Market!

Spokane is the "Big Town" for one of the very largest, completely integrated and totally isolated marketing areas in the entire nation. This market defies the usual Metro area measurements. To understand the full sales potential in this 80,000 square-mile region, you must measure the total area of 36 counties in eastern Washington, northeastern Oregon, northern Idaho, and western Montana. Compared to metropolitan Spokane, the total Spokane market population, net income, and retail sales are **FOUR TIMES** greater. The Spokane daily newspapers cover 9 out of 10 metropolitan Spokane families, 7 out of 10 families in the retail trading zone, and 5 out of 10 in the TOTAL Spokane market.

*Spokane is a BURGOYNE Grocery and Drug Test City*

## THE SPOKESMAN-REVIEW SPOKANE DAILY CHRONICLE



*Advertising Representatives: Cresmer & Woodward, Inc. Sunday Spokesman-Review carries Metro Sunday comics and This Week magazine.*

1 out of every  
2 families

# Total Net Effective Buying Income Ranking, 703 Cities—(Cont'd)

RANK					RANK					RANK				
CITY AND STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY AND STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY AND STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State
Lynwood.....	31.7	525	191	89	FLORIDA					Maywood.....	28.4	469	136	29
Manhattan Beach.....	34.8	417	88	49	Clearwater.....	41.3	419	90	11	Moline-East Moline- Rock Island.....	108.6	121	64	5
Menlo Park.....	27.1	502	166	57	Coral Gables.....	34.4	352	31	10	Oak Park.....	60.3	156	23	6
Modesto.....	35.2	382	56	48	Daytona Beach.....	44.7	428	96	15	Park Forest.....	29.9	534	200	30
Monrovia.....	26.0	879	243	66	Fort Lauderdale.....	91.8	174	36	5	Park Ridge.....	30.4	353	32	21
Montebello.....	31.1	533	199	62	Fort Pierce.....	25.3	692	366	22	Pekin.....	26.6	574	235	34
Monterey Park.....	33.9	465	132	64	Gainesville.....	32.9	575	239	19	Peoria.....	119.8	105	53	3
Mountain View.....	26.5	603	267	66	Hialeah.....	86.3	343	178	9	Quincy.....	45.3	398	72	23
National City.....	33.5	578	242	65	Hollywood.....	37.6	446	113	17	Rockford.....	120.1	104	52	2
Oakland.....	416.1	26	4	4	Jacksonville.....	235.3	66	16	3	Skokie.....	54.8	259	112	15
Oklahoma.....	25.0	847	311	72	Key West.....	51.1	422	189	12	Springfield.....	89.2	160	26	7
Ontario-Upland.....	59.6	305	182	40	Lakeland.....	43.8	430	98	16	Sterling-Rock Falls.....	27.4	642	306	38
Osana.....	34.8	536	202	63	Miami.....	300.3	47	20	1	Waukegan.....	52.4	269	121	16
Palo Alto.....	49.2	238	4	29	Miami Beach.....	54.9	189	55	7	Wilmette.....	25.5	397	71	22
Pasadena.....	123.0	88	36	9	North Miami.....	28.4	622	266	20					
Pomona.....	63.1	294	107	31	Orlando.....	89.3	186	46	6	INDIANA				
Railroads.....	26.7	635	299	69	Panama City.....	33.9	649	313	21	Anderson.....	51.0	319	164	10
Redondo Beach.....	45.7	373	49	45	Pensacola.....	53.2	426	190	14	Bloomington.....	40.7	372	48	11
Redwood City.....	45.6	301	11	39	St. Petersburg.....	173.2	76	27	4	Elkhart.....	39.3	376	54	13
Richmond.....	74.4	237	92	28	Sarasota.....	38.7	472	139	18	Evansville.....	139.6	109	56	6
Riverside.....	82.3	210	66	20	Tallahassee.....	45.9	424	93	13	Fort Wayne.....	152.5	80	28	5
Sacramento.....	171.2	66	8	6	Tampa.....	264.5	63	26	2	Gary.....	176.6	74	22	3
San Bernardino.....	91.3	188	22	14	West Palm Beach.....	62.2	306	153	8	Hammond-East Chicago.....	169.4	75	23	4
San Diego.....	622.6	21	21	3	GEORGIA					Indianapolis.....	463.2	25	1	1
San Francisco.....	801.5	6	6	2	Albany.....	47.1	481	148	7	Kokomo.....	46.6	374	50	12
San Jose.....	180.7	77	25	7	Athens.....	37.0	558	222	11	Lafayette-West Lafayette.....	53.2	313	159	9
San Leandro.....	63.7	239	93	30	Atlanta.....	510.0	29	25	1	Marian.....	35.7	532	199	16
San Mateo.....	69.0	166	24	15	Augusta.....	101.2	208	89	4	Michigan City.....	32.4	617	281	17
Santa Ana.....	75.3	205	64	19	Brunswick.....	26.5	686	352	14	Muncie.....	65.3	249	102	8
Santa Barbara.....	57.3	261	114	33	Columbus.....	129.6	136	74	3	New Albany.....	38.1	518	184	15
Santa Clara.....	44.2	382	39	43	Decatur.....	26.9	552	216	10	Richmond.....	45.0	384	60	14
Santa Monica.....	84.5	143	14	12	East Point.....	35.3	483	149	8	South Bend- Mishawaka.....	167.7	69	17	2
Santa Rosa.....	33.7	446	115	53	La Grange.....	27.8	694	348	13	Terre Haute.....	73.2	217	75	7
South Gate.....	55.3	282	133	36	Macon.....	67.1	221	78	5					
South San Francisco.....	39.2	368	44	44	Marietta.....	44.3	457	124	6	IOWA				
Stockton.....	66.3	166	29	16	Palme.....	38.4	549	214	9	Ames.....	29.6	531	197	13
Sunnyvale.....	42.1	435	103	51	Savannah.....	139.8	132	73	2	Burlington.....	36.0	495	161	10
Torrance.....	99.0	168	31	17	Valdosta.....	33.7	666	330	12	Cedar Rapids.....	66.2	172	34	4
Vallejo.....	64.0	219	76	23	HAWAII					Clinton.....	35.1	527	193	12
Ventura.....	26.9	519	185	56	Hilo.....	26.4	682	346	2	Council Bluffs.....	52.5	351	179	7
Whittier.....	33.7	412	85	40	Honolulu.....	326.3	48	21	1	Davenport.....	91.5	165	28	2
COLORADO					IDAHO					Des Moines.....	212.2	56	6	1
Aurora.....	37.3	565	229	8	Boise.....	34.2	458	125	1	Dubuque.....	59.6	295	144	8
Boulder.....	34.5	477	144	4	Idaho Falls.....	26.6	624	288	3	Fort Dodge.....	27.7	636	300	14
Colorado Springs.....	73.9	222	79	3	Pocatello.....	26.8	620	284	2	Iowa City.....	34.3	466	133	8
Denver.....	527.5	24	24	1	ILLINOIS					Mason City.....	35.1	489	155	9
Englewood.....	34.0	538	204	5	Alton-Woods River- East Alton.....	57.0	278	129	17	Ottumwa.....	38.1	505	171	11
Grand Junction.....	25.3	665	329	7	Aurora.....	56.2	240	94	14	Sioux City.....	95.9	167	30	3
Pueblo.....	95.5	195	55	2	Belleville.....	39.5	439	107	26	Watertown.....	80.8	184	44	5
CONNECTICUT					Berwyn.....	53.0	230	86	12	KANSAS				
Bridgeport.....	170.7	65	13	2	Bloomington-Normal.....	47.6	321	15	18	Hutchinson.....	37.5	487	153	4
Bristol.....	45.6	316	13	11	Carbondale-Herrin- Murphysboro.....	33.1	567	231	32	Kansas City.....	131.2	126	68	2
East Hartford.....	39.1	389	64	15	Champaign-Urbana.....	78.6	169	32	8	Salina.....	38.2	523	189	5
Greenwich.....	51.5	170	33	8	Chicago.....	3,851.1	2	2	1	Topeka.....	112.8	129	70	3
Hartford.....	188.7	54	4	1	Chicago Heights.....	30.5	542	207	31	Wichita.....	253.1	51	24	1
Manchester.....	40.6	369	45	14	Cicero.....	68.3	197	57	10	KENTUCKY				
Moriden-Wallingford.....	67.5	191	51	10	Danville.....	41.4	399	73	24	Ashland.....	34.5	602	266	6
Middletown.....	37.2	447	114	17	Decatur.....	77.1	190	50	9	Bowling Green.....	30.1	677	341	8
New Britain.....	86.8	142	13	6	Des Plaines.....	32.0	453	120	27	Covington.....	70.1	287	137	2
New Haven.....	167.0	67	15	3	East St. Louis.....	89.5	207	66	11	Frankfort.....	25.3	679	349	9
New London.....	31.3	473	142	18	Elgin.....	46.7	334	22	20	Lexington.....	64.9	304	151	3
Norwalk.....	62.8	179	39	9	Elmhurst.....	37.8	326	16	19	Louisville.....	417.1	38	12	1
Norwich.....	40.6	400	74	16	Evanston.....	75.6	113	2	4	Newport.....	33.2	623	287	7
Stamford.....	89.0	124	6	5	Freeport.....	25.7	626	290	38	Owensboro.....	60.4	445	191	4
Stratford.....	44.9	325	17	12	Galesburg.....	35.7	459	126	28	Paducah.....	47.6	467	134	5
Torrington.....	30.4	527	193	19	Granite City.....	38.2	438	106	25	LOUISIANA				
Waterbury.....	113.7	111	88	4	Harvey.....	25.5	629	293	37	Alexandria-Pineville.....	55.4	387	182	6
West Hartford.....	57.9	183	20	7	Joliet.....	61.3	232	88	13	Baton Rouge.....	166.1	83	31	3
West Haven.....	37.8	359	37	13	Kankakee.....	26.6	589	233	33	Bossier City.....	26.0	695	359	8
DELAWARE					La Salle-Peru-Oglesby.....	26.9	594	258	35					
Wilmington.....	115.1	98	46	1										
DIST. OF COLUMBIA														
Washington, D. C.....	824.8	10	10	1										

See bold-face text page 160 for population groups.

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# Total Net Effective Buying Income Ranking, 703 Cities—(Cont'd)

RANK					RANK					RANK				
CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State
Lafayette.....	40.9	450	117	7	Detroit.....	1,951.8	5	5	1	Lincoln.....	129.5	106	84	2
Lake Charles.....	70.7	253	106	4	East Detroit.....	44.3	427	85	20	Omaha.....	302.5	48	19	1
Monroe-West Monroe.....	68.8	289	138	5	East Lansing.....	28.7	474	141	24	NEVADA				
New Iberia.....	26.5	697	361	9	Ferdale.....	33.1	489	155	28	Las Vegas.....	55.0	279	130	2
New Orleans.....	860.1	22	22	1	Flint.....	199.1	61	10	2	Reno.....	53.9	242	95	1
Shreveport.....	187.9	78	26	2	Garden City.....	33.8	557	221	29	NEW HAMPSHIRE				
MAINE					Grand Rapids.....	190.9	70	18	3	Concord.....	29.1	639	303	3
Bangor.....	38.5	517	133	3	Hamtramck.....	39.4	429	87	21	Manchester.....	85.0	185	45	1
Lewiston-Auburn.....	70.1	246	99	2	Hazel Park.....	25.1	644	308	33	Nashua.....	36.2	499	105	2
Portland.....	81.0	192	82	1	Highland Park.....	44.2	298	10	13	NEW JERSEY				
South Portland.....	28.9	656	322	4	Inkster.....	35.9	576	240	30	Atlantic City.....	62.5	274	126	16
MARYLAND					Jackson.....	54.5	296	145	12	Bayonne.....	86.0	181	41	9
Annapolis.....	29.3	631	295	5	Kalamazoo.....	80.9	188	48	8	Belleville.....	35.5	432	100	35
Baltimore.....	985.2	8	9	1	Lansing.....	126.6	100	48	4	Bloomfield.....	53.5	250	103	14
Bethesda.....	78.1	115	3	2	Lincoln Park.....	51.1	333	170	16	Camden.....	131.9	112	89	7
Cumberland.....	38.7	615	181	4	Livonia.....	50.7	344	176	17	East Orange.....	85.2	117	4	8
Hagerstown.....	39.6	431	99	3	Midland.....	25.9	648	312	34	Elizabeth.....	118.5	110	57	6
MASSACHUSETTS					Monroe.....	25.8	621	285	31	Englewood.....	26.7	410	83	33
Arlington.....	49.3	268	9	18	Muskegon.....	51.1	361	181	18	Fair Lawn.....	35.0	356	34	23
Attleboro.....	25.6	627	291	42	Pontiac.....	85.3	183	43	7	Garfield.....	30.4	537	203	37
Belmont.....	29.6	380	86	26	Pert Huron.....	38.2	493	159	27	Hackensack.....	32.9	418	89	34
Beverly.....	33.2	500	168	33	Roseville.....	38.5	511	177	28	Hoboken.....	51.7	218	163	18
Boston.....	748.2	14	14	1	Royal Oak.....	74.8	184	54	9	Irvine.....	63.1	202	61	10
Braintree.....	30.0	528	192	35	Saginaw.....	103.8	157	82	6	Jersey City.....	302.2	42	16	2
Brockton.....	82.8	255	108	15	St. Clair Shore.....	72.3	243	96	10	Kearny.....	40.4	384	68	30
Brookline.....	64.6	133	8	6	Wyandotte.....	42.5	375	52	19	Linden.....	35.6	407	80	31
Cambridge.....	123.1	99	47	4	MINNESOTA					Long Branch.....	30.5	543	206	38
Chelsea.....	35.4	508	174	34	Austin.....	27.4	593	257	7	Maplewood Township.....	27.0	381	57	27
Chicopee.....	56.2	297	146	19	Duluth.....	110.2	141	77	3	Montclair.....	48.6	218	2	11
Everett.....	44.5	375	51	24	Mankato-North Mankato.....	28.8	606	272	8	New Brunswick.....	42.9	335	23	20
Fall River.....	107.0	164	85	11	Minneapolis.....	557.1	19	19	1	Newark.....	468.5	27	3	1
Fitchburg.....	43.7	377	53	25	Richfield.....	45.9	401	75	5	North Bergen Township.....	44.0	329	20	19
Framingham.....	34.1	415	87	29	Rochester.....	36.0	479	146	8	Nutley.....	30.9	409	62	32
Gloucester.....	28.6	643	307	43	St. Cloud.....	31.5	618	292	9	Orange.....	40.5	358	36	24
Haverhill.....	48.0	356	35	23	St. Louis Park.....	47.2	340	24	4	Pasadena-Citron.....	138.3	84	32	3
Holyoke.....	54.2	300	148	20	St. Paul.....	342.8	39	13	2	Patterson.....	145.0	90	36	4
Lawrence.....	72.9	226	82	14	Winona.....	27.5	671	335	10	Pennsauken Township.....	27.9	561	225	40
Leominster.....	25.2	657	321	44	MISSISSIPPI					Perth Amboy.....	43.5	360	38	25
Lowell.....	94.5	176	37	12	Biloxi-Gulfport.....	87.9	251	104	2	Plainfield.....	48.0	263	8	15
Lynn.....	99.0	138	11	7	Columbus.....	28.0	703	367	9	Rahway.....	25.1	555	219	39
Malden.....	60.1	267	119	16	Greenville.....	36.0	685	349	7	Ridgewood.....	25.6	348	26	21
Marlborough-Hudson.....	26.4	612	276	40	Hattiesburg.....	34.7	674	338	4	Teaneck Township.....	41.4	241	5	13
Medford.....	67.4	220	77	13	Jackson.....	128.6	161	83	1	Trenton.....	135.4	102	50	5
Melrose.....	30.1	463	130	31	Laurel.....	30.7	699	363	8	Union Township.....	52.1	235	91	12
Methuen.....	28.9	616	280	41	Meridian.....	51.2	550	194	3	Union City.....	53.0	204	134	17
Natick.....	28.7	548	213	36	Natchez.....	30.1	681	345	8	Vineland.....	38.0	456	123	36
New Bedford.....	107.5	152	81	8	Vicksburg.....	32.8	676	340	5	West New York.....	37.1	391	66	29
Newton.....	90.1	108	1	5	MISSOURI					West Orange.....	31.1	390	85	28
Northampton.....	31.1	585	249	38	Columbia.....	46.1	370	46	7	Westfield.....	27.0	379	55	26
Peabody.....	29.2	568	232	37	Independence.....	57.1	299	147	6	Woodbridge Township.....	42.5	354	33	22
Pittsfield.....	56.9	273	125	17	Jefferson City.....	32.5	690	254	11	NEW MEXICO				
Quincy.....	85.7	189	25	9	Joplin.....	42.6	443	111	8	Albuquerque.....	195.0	73	21	1
Revere.....	41.3	433	191	30	Kansas City.....	520.2	20	20	2	Carlsbad.....	29.6	599	283	5
Salem.....	41.6	388	83	27	Kirkwood.....	29.4	513	179	10	Clovis.....	26.5	660	324	6
Somerville.....	94.9	163	27	10	St. Joseph.....	91.5	187	47	4	Hobbs.....	29.0	564	226	3
Springfield.....	168.6	71	19	3	St. Louis.....	872.2	12	12	1	Roswell.....	35.6	480	147	2
Taunton.....	42.1	471	138	32	Sedalia.....	26.8	664	328	12	Santa Fe.....	35.0	567	251	4
Waltham.....	53.7	311	157	21	Springfield.....	102.2	171	88	3	NEW YORK				
Watertown.....	39.9	403	77	28	University City.....	57.1	225	81	5	Albany.....	144.1	96	34	9
Weymouth.....	49.2	320	14	22	Webster Groves.....	29.0	460	127	9	Amsterdam.....	32.3	484	180	24
Woburn.....	28.1	604	286	39	MONTANA					Auburn.....	37.8	498	184	28
Worcester.....	209.3	82	11	2	Billings.....	42.0	387	82	3	Binghamton.....	62.9	180	40	15
MICHIGAN					Butte-Anaconda.....	53.0	332	169	2	Buffalo.....	602.5	18	18	3
Adrian.....	25.8	634	298	32	Great Falls.....	52.6	302	149	1	Dunkirk-Fredonia.....	26.7	638	302	31
Allen Park.....	37.1	485	151	25	Helena.....	26.3	625	289	5	Elmira.....	55.0	309	156	18
Ann Arbor.....	51.5	268	118	11	Missoula.....	27.5	619	283	4	Gloversville.....	35.5	492	158	26
Battle Creek.....	53.5	303	150	14	NEBRASKA					Johnstown.....	748.4	7	7	2
Bay City.....	57.6	324	166	15	Grand Island.....	28.5	632	295	3	Hempstead Township.....	29.5	494	160	27
Benton Harbor-St. Joseph.....	35.7	464	131	23	Hastings.....	25.4	680	344	4	Ithaca.....	29.5	494	160	27
Birmingham.....	25.4	452	119	22	NEW JERSEY									
Dearborn.....	125.0	103	51	5										

See bold-face text page 160 for population groups.

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# Total Net Effective Buying Income Ranking, 703 Cities--(Cont'd)

RANK				RANK				RANK			
CITY AND STATE	Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	CITY AND STATE	Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	CITY AND STATE	Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group
Jamestown.....	42.4	350	30	Mansfield.....	52.6	296	131	Scranton.....	128.0	130	71
Kingston.....	30.9	580	224	Maple Heights.....	27.7	613	277	Sharon-Farrell.....	46.4	342	28
Lackawanna.....	29.3	640	304	Marion.....	37.5	504	170	State College.....			
Lockport.....	26.2	611	275	Martins Ferry-Belairre	25.9	678	342	Belleville.....	28.7	520	186
Long Beach.....	26.1	491	187	Massillon.....	36.3	501	167	Upper Darby Township	94.1	118	5
Mount Vernon.....	76.3	181	10	Middletown.....	45.6	341	25	Washington.....	26.0	655	319
New Rochelle.....	75.3	140	12	Newark.....	40.6	441	109	West Mifflin.....	27.5	669	333
New York City.....	7,771.3	1	1	Norwood.....	37.0	423	92	Wilkes-Barre.....	73.8	258	111
Riversburgh-Beacon.....	47.6	346	27	Parma.....	69.0	212	70	Wilkesburg.....	31.2	455	122
Niagara Falls.....	103.3	139	78	Portsmouth.....	42.9	461	128	Williamsport.....	48.2	364	41
North Hempstead Township.....	221.4	43	1	Ravenna-Kent.....	26.9	573	237	York.....	63.6	260	113
North Tonawanda.....				Sandusky.....	33.7	509	175				
Tonawanda.....	53.7	330	168	Shaker Heights.....	36.7	200	1	RHODE ISLAND			
Olean.....	25.9	652	316	South Euclid.....	27.5	470	137	Cranston.....	62.1	291	140
Oyster Bay Township.....	237.3	45	18	Springfield.....	68.1	177	38	East Providence.....	40.0	393	67
Rochester.....	346.1	37	11	Steubenville.....	36.8	436	104	Newport.....	44.0	371	47
Rome.....	49.5	395	69	Toledo.....	377.7	30	5	Pawtucket-Central Falls.....	166.7	150	80
Schenectady.....	97.6	128	7	Warren.....	58.8	281	132	Providence.....	230.4	60	9
Syracuse.....	214.0	67	7	Youngstown.....	164.5	72	20	Warwick.....	55.5	312	158
Troy.....	76.5	203	62	Zanesville.....	44.8	420	91	Woonsocket.....	51.3	357	190
Utica.....	106.5	147	78	OKLAHOMA							
Watertown.....	36.0	449	116	Ardmore.....	29.3	670	334	SOUTH CAROLINA			
White Plains.....	51.1	228	84	Bartlesville.....	29.7	606	172	Charleston.....	71.8	307	154
Yonkers.....	184.5	55	5	Enid.....	43.2	440	106	Columbia.....	111.1	175	87
NORTH CAROLINA				Lawton.....	57.5	421	186	Florence.....	26.8	691	355
Asheville.....	66.1	339	174	Midwest City.....	31.0	615	279	Greenville.....	70.0	245	98
Burlington.....	32.0	666	250	Muskogee.....	41.1	540	206	Rock Hill.....	30.3	637	301
Charlotte.....	166.5	67	35	Norman.....	39.2	535	291	Spartanburg.....	41.2	512	178
Durham.....	87.9	209	67	Oklahoma City.....	296.5	49	22	Sumter.....	25.0	701	365
Fayetteville.....	48.8	444	112	Ponca City.....	25.6	656	320				
Gastonia.....	36.2	596	290	Shawnee.....	26.4	683	347	SOUTH DAKOTA			
Goldensboro.....	28.5	700	364	Stillwater.....	25.4	668	332	Rapid City.....	41.6	475	142
Greensboro.....	121.9	123	66	Tulsa.....	266.5	80	23	Sioux Falls.....	66.0	264	116
High Point.....	47.5	423	94	OREGON							
Kannapolis.....	31.5	653	317	Eugene-Springfield.....	61.6	276	129	TENNESSEE			
Kinston.....	27.7	694	355	Portland.....	414.1	33	8	Chattanooga.....	158.1	119	62
Raleigh.....	86.1	196	66	Salem.....	47.5	411	84	Jackson.....	37.5	563	247
Rocky Mount.....	34.0	650	314	PENNSYLVANIA				Johnson City.....	28.1	668	350
Salisbury-Spencer- East Spencer.....	28.9	628	292	Abington Township.....	53.4	246	101	Knoxville.....	132.0	137	75
Wilmington.....	54.8	406	185	Aliquippa-Rochester.....	43.5	363	40	Memphis.....	493.9	32	7
Wilson.....	30.0	663	327	Allentown.....	113.7	122	65	Nashville.....	164.0	93	41
Winston-Salem.....	114.0	149	79	Altoona.....	75.5	287	110	Oak Ridge.....	28.3	595	259
NORTH DAKOTA				Beaver Falls-New Brighton.....	31.3	547	212	TEXAS			
Bismarck-Mandan.....	37.0	581	245	Cheltenham Township.....	36.8	277	7	Arlene.....	70.1	244	97
Fargo.....	47.4	389	61	Chester.....	71.8	213	71	Amarillo.....	139.5	97	45
Grand Forks-East Grand Forks.....	42.6	644	209	Easton-Wilson- Phillipsburg.....	64.3	262	115	Austin.....	195.2	81	29
Minot.....	28.5	651	315	Easton.....	35.7	503	169	Baytown.....	28.9	580	244
OHIO				Erie.....	146.5	95	43	Beaumont.....	123.1	127	69
Akron.....	309.5	41	15	Greensburg-South Greensburg-South- west Greensburg.....	28.9	610	274	Bellaire.....	26.6	570	234
Alliance.....	32.8	621	187	Harrisburg.....	92.2	148	18	Big Spring.....	29.5	577	241
Ashtabula.....	26.0	696	282	Haverford Township.....	82.4	201	60	Brownsville-Har- lingen-McAllen.....	115.1	223	90
Barberton.....	34.2	622	186	Hazlet.....	34.7	553	217	Bryan.....	26.6	675	339
Canton.....	125.7	114	60	Homestead-West Homestead-Munhall.....	31.2	562	228	Corpus Christi.....	175.1	94	42
Chillicothe.....	26.8	654	318	Johnstown.....	65.0	290	139	Dallas.....	668.5	17	17
Cincinnati.....	664.6	23	23	Lancaster.....	65.7	216	74	Denison.....	25.5	663	357
Cleveland.....	662.6	8	8	Lebanon.....	34.0	516	182	Denton.....	30.0	587	261
Cleveland Heights.....	62.7	144	15	Levittown.....	72.0	193	53	El Paso.....	263.0	58	25
Columbus.....	486.0	26	2	Lower Merion Township.....	60.0	134	9	Fort Worth.....	399.0	36	16
Cuyahoga Falls.....	43.6	349	29	McKeesport.....	46.7	366	43	Galveston.....	73.5	229	85
Dayton.....	297.1	40	14	Mt. Lebanon Township.....	35.4	283	8	Garland.....	31.8	601	285
East Cleveland.....	41.1	308	12	New Castle.....	50.9	337	172	Grand Prairie.....	36.0	556	220
East Liverpool.....	26.6	648	310	New Kensington.....	36.2	524	190	Houston.....	922.0	11	11
Elyria.....	40.2	398	70	Norristown.....	40.0	466	135	Irving.....	42.5	402	76
Euclid.....	65.1	216	73	Oil City-Franklin.....	30.5	633	297	Laredo.....	66.7	541	193
Findlay.....	26.9	592	256	Philadelphia.....	2,207.2	4	4	Longview.....	41.2	476	143
Garfield Heights.....	38.4	482	129	Pittsburgh.....	666.5	15	15	Lubbock.....	145.1	96	44
Hamilton.....	70.0	247	100	Pottstown.....	25.8	684	248	Marshall.....	25.4	690	354
Lakewood.....	70.0	148	16	Reading.....	113.5	120	63	Midland.....	55.3	233	89
Lancaster.....	31.5	671	235					Odesa.....	77.4	159	48
Lima.....	55.9	292	141					Orange.....	31.4	605	269
Lorain.....	59.0	276	127					Pasadena.....	59.0	317	162
								Port Arthur.....	65.0	272	124
								San Angelo.....	69.6	265	117

See bold-face text page 160 for population groups.

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# Total Net Effective Buying Income Ranking, 703 Cities—(Cont'd)

RANK				RANK				RANK						
CITY AND STATE	Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	CITY AND STATE	Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	CITY AND STATE	Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group			
San Antonio.....	565.0	35	26	3	Norfolk-Portsmouth- South Norfolk.....	420.7	34	9	1	Morgantown.....	30.0	559	223	7
Sherman.....	28.1	667	331	37	Petersburg-Hopewell- Colonial Heights.....	66.6	338	173	6	Parkersburg.....	60.0	314	160	4
Temple.....	34.5	600	294	34	Richmond.....	242.0	53	3	2	Weirton.....	33.2	546	211	6
Texarkana (Tex.).....	51.4	482	192	25	Roanoke.....	104.6	162	84	5	Wheeling.....	65.1	252	105	3
Texarkana (Ark.)....	33.0	566	230	29	Staunton.....	25.2	696	362	11	WISCONSIN				
Texas City.....	56.6	336	171	22	WASHINGTON				Appleton-Neenah- Menasha.....	82.0	204	63	4	
Tyler.....	30.2	331	21	21	Bellingham.....	36.9	507	173	7	Beloit.....	36.1	451	118	14
University Park.....	40.0	488	154	26	Bremerton.....	29.1	591	255	9	Eau Claire.....	40.5	437	105	13
Victoria.....	106.2	178	88	12	Everett.....	35.1	510	176	8	Fond du Lac.....	32.1	572	236	17
Waco.....	97.3	154	21	11	Pasco-Kennewick- Richland.....	51.9	315	161	4	Green Bay.....	63.4	285	135	8
Wichita Falls.....	68.5	286	136	2	Seattle.....	586.8	16	16	1	Janesville.....	30.2	545	210	16
UTAH				Spokane.....	181.2	66	14	2	Kenosha.....	61.0	270	122	7	
Ogden.....	41.0	563	227	3	Tacoma.....	159.5	92	40	3	La Crosse.....	51.0	347	178	9
Provo.....	226.5	64	12	1	Vancouver.....	42.1	464	121	6	Madison.....	122.8	101	40	2
Salt Lake City.....	37.1	514	180	1	Walla Walla.....	25.8	636	294	10	Manitowoc-Two Rivers.....	44.0	414	88	12
VERMONT				Yakima.....	47.0	383	59	5	Milwaukee.....	765.0	13	13	1	
Burlington.....	VIRGINIA				WEST VIRGINIA				Oshkosh.....	46.2	405	79	11	
Alexandria.....	90.1	135	10	4	Bluefield (W. Va.).....	26.9	661	325	9	Racine.....	84.4	173	36	3
Bristol (Tenn.).....	35.9	607	271	9	Charleston-South Charleston.....	118.3	118	61	1	Sheboygan.....	48.3	365	42	10
Bristol (Va.).....	30.5	609	273	10	Clarksburg.....	33.2	497	163	5	Superior.....	35.9	539	205	15
Charlottesville.....	50.3	416	167	8	Fairmont.....	30.5	582	246	8	Wausau.....	32.6	566	252	16
Danville.....	53.3	388	163	7	Huntington.....	93.0	162	42	2	Wauwatosa.....	86.5	206	85	5
Lynchburg.....	Newport News- Hampton-Warwick....				190.1	82	30	3	West Allis.....	69.0	227	83	6	
Casper.....				35.7	408	81	1	WYOMING						
Cheyenne.....				38.1	496	162	2							

## Per Household Income Ranking, 703 Cities

RANK				RANK				RANK			
CITY AND STATE	Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	CITY AND STATE	Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	CITY AND STATE	Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group
ALABAMA				Pine Bluff.....	46.3	696	363	Huntington Park.....	29.6	379	178
Anniston.....	35.2	536	266	2	CALIFORNIA			Inglewood.....	62.8	238	73
Bessemer.....	32.4	672	342	8	Alameda.....	70.9	254	Lakewood.....	61.6	433	133
Birmingham.....	366.5	588	25	5	Alhambra.....	66.8	267	94	La Mesa.....	25.4	534
Dothan.....	29.7	667	355	9	Altadena Township.....	53.2	54	23	Long Beach-Lakewood.....	384.9	443
Florence-Sheffield- Tusculumbia-Muscle Shoals.....	63.3	606	174	6	Anaheim.....	79.1	820	162	Los Angeles.....	2,397.5	233
Gadsden.....	70.2	637	182	7	Arcadia.....	40.3	135	68	Lynwood.....	31.7	331
Huntsville.....	60.2	691	191	11	Bakersfield.....	54.1	115	42	Manhattan Beach.....	34.5	220
Mobile-Prichard.....	219.7	549	74	3	Belvedere Township.....	48.3	586	292	Menlo Park.....	27.1	28
Montgomery.....	130.5	575	76	4	Berkeley.....	120.9	83	8	Modesto.....	35.2	241
Phenix City.....	27.3	694	361	12	Beverly Hills.....	31.1	10	6	Monrovia.....	29.0	356
Selma.....	28.4	689	357	10	Burbank.....	93.5	262	82	Montebello.....	31.1	257
Tuscaloosa-Northport.....	66.5	480	146	1	Chula Vista.....	37.6	529	259	Monterey Park.....	33.9	391
ALASKA				Compton.....	72.8	389	117	Mountain View.....	26.5	484	
Anchorage.....	33.4	23	14	1	Concord.....	29.1	426	202	National City.....	33.5	587
ARIZONA				Costa Mesa.....	27.6	626	316	Oakland.....	416.1	286	
Mesa.....	31.0	634	322	3	Culver City.....	35.1	305	144	Oildale.....	25.0	452
Phoenix.....	241.3	483	86	2	Daly City.....	35.1	123	62	Ontario-Upland.....	59.6	596
Tucson.....	110.0	311	46	1	East Bakersfield.....	60.6	472	143	Oxnard.....	34.8	380
ARKANSAS				El Cajon.....	29.2	619	311	Palo Alto.....	49.2	94	
El Dorado.....	26.0	674	344	2	Eureka.....	30.1	194	95	Pasadena.....	123.0	293
Fort Smith.....	62.1	685	190	4	Fremont.....	27.4	424	200	Pomona.....	63.1	406
Hot Springs.....	33.2	678	345	3	Fresno.....	123.7	294	43	Redlands.....	26.7	531
Little Rock-North Little Rock.....	192.3	650	86	1	Fullerton.....	53.0	296	85	Redondo Beach.....	45.7	496
				Gardena.....	32.4	465	224	Redwood City.....	45.6	127	
				Garden Grove.....	66.6	599	172	Richmond.....	74.4	450	
				Glendale.....	115.8	201	27	Riverside.....	82.3	589	
				Hawthorne.....	32.3	383	180	Sacramento.....	171.2	167	
				Hayward.....	61.0	345	101	San Bernardino.....	91.3	339	
								San Diego.....	822.6	294	

See bold-face text page 160 for population groups.

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# Per Household Income Ranking, 703 Cities—(Cont'd)

See bold-face text page 160 for population groups.

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SALES MANAGEMENT



**NO. 14**

**IN ORBIT!**

Check Ventura, business center of NEW Ventura-Oxnard Potential Metropolitan Area.

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**Star-Free Press**  
VENTURA, CALIF.

# Per Household Income Ranking, 703 Cities—(Cont'd)

RANK					RANK					RANK				
CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State
<b>KANSAS</b>					Pittsfield.....	56.9	186	61	19	Independence.....	57.1	544	186	9
Hutchinson.....	37.5	585	291	4	Quincy.....	85.7	110	40	10	Jefferson City.....	32.5	431	205	7
Kansas City.....	131.2	674	77	3	Revere.....	41.3	323	152	31	Joplin.....	42.6	661	334	11
Salina.....	36.2	601	299	5	Salem.....	41.6	199	98	23	Kansas City.....	520.2	277	13	8
Topeka.....	112.8	539	72	2	Somerville.....	94.9	190	62	20	Kirkwood.....	29.4	101	51	3
Wichita.....	253.1	513	20	1	Springfield.....	163.6	136	16	14	St. Joseph.....	91.5	541	194	8
<b>KENTUCKY</b>					Taunton.....	42.1	454	218	41	St. Louis.....	872.2	353	21	6
Ashland.....	34.5	621	312	3	Waltham.....	53.7	122	44	13	Sedalia.....	26.8	667	336	12
Bowling Green.....	30.1	693	380	9	Watertown.....	38.9	112	56	11	Springfield.....	102.2	638	83	10
Covington.....	70.1	648	185	4	Weymouth.....	48.2	196	97	22	University City.....	57.1	79	29	2
Frankfort.....	25.3	648	329	4	Woburn.....	28.1	159	79	18	Webster Groves.....	29.0	53	29	1
Lexington.....	64.9	660	166	2	Worcester.....	209.3	193	25	21					
Louisville.....	417.1	524	21	1	<b>MICHIGAN</b>					<b>MONTANA</b>				
Newport.....	33.2	685	336	7	Adrian.....	25.6	357	168	26	Billings.....	42.0	434	206	2
Owensboro.....	50.4	680	186	6	Allen Park.....	37.1	141	72	8	Butte-Anaconda.....	53.0	558	160	5
Paducah.....	47.6	681	350	8	Ann Arbor.....	51.5	32	14	2	Great Falls.....	52.6	389	107	1
<b>LOUISIANA</b>					Battle Creek.....	53.5	387	116	29	Helena.....	26.3	509	247	4
Alexandria-Pineville.....	55.4	620	178	7	Bay City.....	57.6	491	147	32	Missoula.....	27.5	476	227	3
Baton Rouge.....	106.1	304	44	2	Benton Harbor-St. Joseph.....	35.7	406	191	31	<b>NEBRASKA</b>				
Bossier City.....	28.0	668	339	9	Birmingham.....	25.4	36	22	3	Grand Island.....	28.5	572	283	3
Lafayette.....	48.9	608	304	6	Dearborn.....	125.0	101	12	5	Hastings.....	25.4	659	333	4
Lake Charles.....	70.7	65	27	1	Detroit.....	1,951.8	131	5	7	Lincoln.....	129.5	362	80	2
Monroe-West Monroe.....	66.8	566	163	5	East Detroit.....	44.3	275	132	21	Omaha.....	302.5	314	13	1
New Iberia.....	26.5	666	337	8	East Lansing.....	28.7	2	2	1	<b>NEVADA</b>				
New Orleans.....	660.1	505	25	4	Ferndale.....	33.1	169	83	10	Las Vegas.....	55.0	361	108	2
Shreveport.....	187.9	488	67	3	Flint.....	199.1	188	23	11	Reno.....	53.9	156	82	1
<b>MAINE</b>					Garden City.....	33.8	347	165	25	<b>NEW HAMPSHIRE</b>				
Bangor.....	38.5	467	226	3	Grand Rapids.....	190.9	395	82	30	Concord.....	29.1	398	186	1
Lewiston-Auburn.....	70.1	390	118	2	Hamtramck.....	36.4	189	93	12	Manchester.....	85.0	407	124	2
Portland.....	81.0	363	109	1	Hazel Park.....	26.1	239	116	18	Nashua.....	35.2	416	195	3
South Portland.....	28.9	491	235	4	Highland Park.....	44.2	100	50	4	<b>NEW JERSEY</b>				
<b>MARYLAND</b>					Inkster.....	35.9	289	130	20	Atlantic City.....	62.5	445	137	40
Annapolis.....	29.3	40	24	2	Jackson.....	54.5	381	118	28	Bayonne.....	80.0	181	80	27
Baltimore.....	985.2	321	18	3	Kalamazoo.....	80.9	268	80	19	Belleville.....	35.5	117	58	23
Bothesda.....	78.1	14	6	5	Lansing.....	126.6	197	26	13	Bloomfield.....	53.5	87	35	20
Cumberland.....	38.7	582	288	1	Lincoln Park.....	51.1	214	66	14	Camden.....	131.9	270	39	35
Hagerstown.....	39.8	430	204	4	Livonia.....	90.7	233	72	16	East Orange.....	95.2	82	22	11
<b>MASSACHUSETTS</b>					Midland.....	25.9	312	147	22	Elizabeth.....	115.5	94	11	19
Arlington.....	49.3	63	34	5	Monroe.....	25.8	234	113	17	Englewood.....	26.7	25	16	6
Attleboro.....	25.6	344	163	35	Muskegon.....	51.1	657	159	34	Fair Lawn.....	35.0	54	30	12
Belmont.....	29.6	22	13	3	Pontiac.....	85.3	215	67	15	Garfield.....	30.4	231	112	31
Beverly.....	33.2	261	126	29	Port Huron.....	38.2	512	249	33	Hackensack.....	32.9	76	40	16
Boston.....	748.2	157	7	17	Roseville.....	36.5	340	162	24	Hoboken.....	51.7	295	85	37
Braintree.....	30.0	90	47	8	Royal Oak.....	74.8	128	45	6	Irvington.....	63.1	115	42	22
Brockton.....	62.8	326	95	32	Saginaw.....	103.6	374	51	27	Jersey City.....	302.2	218	7	30
Brookline.....	64.6	9	4	1	St. Clair Shore.....	72.3	317	93	23	Kearny.....	40.4	191	94	28
Cambridge.....	123.1	67	3	6	Wyandotte.....	42.5	185	80	9	Linden.....	35.6	71	38	14
Chelsea.....	35.4	243	118	28	<b>MINNESOTA</b>					Long Branch.....	30.5	246	120	33
Chicopee.....	56.2	144	47	15	Austin.....	27.4	255	123	3	Maplewood Township.....	27.0	12	8	2
Everett.....	44.5	221	107	26	Duluth.....	110.2	471	61	9	Montclair.....	46.6	20	12	5
Fall River.....	107.0	507	69	43	Mankato-North.....	26.6	289	125	4	New Brunswick.....	42.9	73	39	15
Fitchburg.....	43.7	302	142	30	Minneapolis.....	557.1	281	14	6	Newark.....	466.5	140	3	26
Framingham.....	34.1	59	31	4	Richfield.....	45.9	226	109	2	North Bergen Township.....	44.0	134	67	25
Gloucester.....	26.6	460	220	42	Rochester.....	36.0	286	129	5	Nutley.....	30.9	37	23	8
Haverhill.....	46.0	373	175	38	St. Cloud.....	31.5	368	172	8	Orange.....	40.5	105	53	21
Holyoke.....	54.2	342	100	34	St. Louis Park.....	47.2	195	96	1	Passaic-Clifton.....	138.3	125	15	24
Lawrence.....	72.0	410	126	40	St. Paul.....	342.8	351	14	7	Paterson.....	145.0	247	35	34
Leominster.....	25.2	406	192	39	Winona.....	27.5	615	307	10	Pennsauken Township.....	27.9	278	133	38
Lowell.....	94.5	349	103	36	<b>MISSISSIPPI</b>					Perth Amboy.....	43.5	206	101	29
Lynn.....	99.0	217	68	25	Biloxi-Gulfport.....	87.9	225	69	1	Plainfield.....	48.0	48	26	10
Malden.....	80.1	294	63	24	Columbus.....	26.0	702	386	8	Rahway.....	25.1	66	35	13
Marlborough-Hudson.....	26.4	386	172	37	Greenville.....	36.0	703	367	9	Ridgewood.....	25.6	8	5	1
Medford.....	67.4	103	38	9	Hattiesburg.....	34.7	695	362	4	Teaneck Township.....	41.4	15	9	3
Melrose.....	30.1	69	37	7	Jackson.....	128.6	641	84	2	Trenton.....	135.4	62	7	18
Methuen.....	26.9	333	157	33	Laurel.....	30.7	686	364	5	Union Township.....	52.1	47	20	9
Natick.....	28.7	153	77	16	Meridian.....	51.2	701	194	7	Union City.....	53.0	305	90	38
New Bedford.....	107.5	519	71	44	Natchez.....	30.1	682	351	3	Vineland.....	38.0	328	154	39
Newton.....	90.1	17	7	2	Vicksburg.....	32.8	700	385	6	West New York.....	37.1	245	119	32
Northampton.....	31.1	121	61	12	<b>MISSOURI</b>					West Orange.....	31.1	34	20	7
Peabody.....	28.2	236	114	27	Columbia.....	46.1	133	66	4	Westfield.....	27.0	16	10	4
										Woodbridge Township.....	42.5	78	42	17

See bold-face text page 160 for population groups.

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### Per Household Income Ranking, 703 Cities—(Cont'd)

RANK					RANK					RANK				
CITY AND STATE	Popu- lation (thous.)	Among U. S. Cities	In Popu- lation Group	Among Cities in State	CITY AND STATE	Popu- lation (thous.)	Among U. S. Cities	In Popu- lation Group	Among Cities in State	CITY AND STATE	Popu- lation (thous.)	Among U. S. Cities	In Popu- lation Group	Among Cities in State
NEW MEXICO					NEW YORK					NEW YORK				
Albuquerque	195.0	428	56	2	Ashtabula	26.0	290	134	22	Harrisburg	82.2	260	78	21
Carlsbad	29.6	464	223	4	Barberton	34.2	324	153	25	Haverford Township	52.4	21	9	5
Clovis	29.6	535	265	6	Canton	129.7	400	53	31	Hazleton	34.7	399	187	32
Hobbs	29.0	289	137	1	Canistota	26.8	592	295	41	Homestead-West				
Roswell	39.5	495	236	5	Cincinnati	554.5	387	24	29	Homestead-Munhall	31.2	264	127	22
Santa Fe	35.0	480	220	3	Cleveland	952.5	216	9	20	Johnstown	65.0	472	143	37
					Cleveland Heights	82.7	18	8	2	Lancaster	65.7	156	51	11
					Columbus	468.0	179	5	14	Lebanon	34.0	375	178	29
					Cuyahoga Falls	43.6	210	104	10	Lavittown	72.0	185	60	16
					Dayton	297.1	143	4	11	Lower Merion Township	60.0	5	2	1
					East Cleveland	41.1	118	59	8	McKeesport	46.7	385	182	30
					East Liverpool	26.6	500	242	36	Mt. Lebanon Township	35.4	11	7	3
					Elyria	40.2	293	140	24	New Castle	50.9	332	96	28
					Euclid	65.1	88	31	6	New Kensington	38.2	447	211	34
					Findlay	26.9	440	200	34	Nerristown	40.0	148	74	10
					Garfield Heights	35.4	130	65	9	Oli City-Franklin	30.5	618	310	40
					Hamilton	70.0	446	138	35	Philadelphia	2,207.2	272	12	23
					Lakewood	70.0	45	19	3	Pittsburgh	686.5	212	8	17
					Lancaster	31.5	523	254	37	Pottstown	25.8	169	83	12
					Lima	55.9	393	120	30	Reading	113.5	234	33	19
					Lerain	59.0	181	54	12	Scranton	125.0	555	78	38
					Manfield	52.6	211	65	19	Sharon-Farrell	46.4	146	73	8
					Maple Heights	27.7	174	87	13	State College				
					Marion	37.5	552	273	38	Bellefonte	26.7	19	11	4
					Martins Ferry-Bellaire	25.9	644	326	43	Upper Darby Township	94.1	57	25	6
					Massillon	36.3	420	197	32	Washington	26.0	453	215	35
					Middletown	45.6	205	100	16	West Mifflin	27.5	172	85	13
					Newark	40.8	561	277	39	Wilkes-Barre	73.8	438	134	33
					Norwood	37.0	365	171	27	Wilksburg	31.2	184	92	15
					Parma	69.6	108	39	7	Williamsport	48.2	462	222	38
					Portsmouth	42.9	616	308	42	York	63.6	396	122	31
					Ravenna-Kant	26.9	86	45	5					
					Sandusky	33.7	435	207	33	RHODE ISLAND				
					Shaker Heights	36.7	1	1	1	Cranston	62.1	285	83	30
					South Euclid	27.6	48	25	4	East Providence	40.0	176	89	2
					Springfield	88.1	377	113	26	Newport	44.0	77	41	1
					Staubenville	36.3	207	102	17	Pawtucket-Central Falls	108.7	506	88	7
					Taleida	377.7	132	2	10	Providence	230.4	401	54	4
					Warren	68.8	263	79	21	Warwick	58.5	432	132	5
					Youngstown	184.5	192	24	15	Woonsocket	51.3	502	149	6
					Zanesville	44.8	569	281	40					
OKLAHOMA					SOUTH CAROLINA					SOUTH DAKOTA				
					Ardmore	29.3	680	349	12	Charleston	71.8	664	188	5
					Bartlesville	26.7	249	121	8	Columbia	111.1	470	60	3
					Enid	43.2	832	320	8	Florence	28.8	684	353	6
					Lawton	57.5	670	189	9	Greenville	70.0	378	114	2
					Midwest City	31.0	536	266	5	Rock Hill	30.3	364	170	1
					Muskogee	41.1	678	346	10	Spartanburg	41.2	579	287	4
					Norman	39.2	318	149	3	Sumter	25.0	685	354	7
					Oklahoma City	299.5	561	23	6					
					Ponca City	25.6	590	293	7	TENNESSEE				
					Shawnee	26.4	679	348	11	Chattanooga	156.1	654	88	6
					Stillwater	25.4	183	91	1	Jackson	37.5	671	341	7
					Tulsa	265.5	423	15	4	Johnson City	28.1	577	285	3
										Knoxville	132.0	586	79	4
OREGON					PENNSYLVANIA					TEXAS				
					Eugene-Springfield	61.6	392	119	1	Abingdon Township	53.4	60	26	7
					Portland	414.1	566	24	2	Alliquippa-Roche	43.5	175	88	14
					Salem	47.5	610	305	3	Allentown	113.7	228	32	16
										Altoona	75.5	595	170	39
					Beaver Falls-New Brighton	31.3	303	143	26	Beaver Falls-New Brighton	31.3	303	143	26
					Cheltenham Township	36.8	7	4	2	Cheltenham Township	36.8	7	4	2
					Chester	71.8	147	48	9	Chester	71.8	147	48	9
					Easton-Wilkes- Phillipsburg	64.3	251	76	20	Easton-Wilkes- Phillipsburg	64.3	251	76	20
					Easton	35.7	288	136	25	Easton	35.7	288	136	25
					Erie	146.5	273	40	24	Erie	146.5	273	40	24
					Greensburg-South- west Greensburg	26.9	307	145	27	Greensburg-South- west Greensburg	26.9	307	145	27
OHIO					UTAH					UTAH				
Akron	309.5	290	12	23	Albany	32.3	173	86	12	Albany	32.3	173	86	12
Alliance	32.8	338	161	26	Auburn	37.6	403	199	26	Auburn	37.6	403	199	26
					Binghamton	62.9	160	66	13	Binghamton	62.9	160	66	13
					Buffalo	602.6	292	11	20	Buffalo	602.6	292	11	20
					Dunkirk-Fredonia	26.7	411	193	29	Dunkirk-Fredonia	26.7	411	193	29
					Elmira	55.0	394	121	27	Elmira	55.0	394	121	27
					Glensville					Glensville				
					Johnstown	35.5	627	267	33	Johnstown	35.5	627	267	33
					Hempstead Township	746.4	42	1	5	Hempstead Township	746.4	42	1	5
					Ithaca	29.5	33	19	3	Ithaca	29.5	33	19	3
					Jamestown	42.4	336	169	24	Jamestown	42.4	336	169	24
					Kingston	30.9	413	194	30	Kingston	30.9	413	194	30
					Lackawanna	29.3	213	106	15	Lackawanna	29.3	213	106	15
					Lockport	29.2	322	161	22	Lockport	29.2	322	161	22
					Long Beach	26.1	61	32	7	Long Beach	26.1	61	32	7
					Mount Vernon	76.3	51	21	6	Mount Vernon	76.3	51	21	6
					New Rochelle	75.3	29	11	1	New Rochelle	75.3	29	11	1
					New York City	7,771.3	145	6	10	New York City	7,771.3	145	6	10
					Newburgh-Beezton	47.6	334	168	23	Newburgh-Beezton	47.6	334	168	23
					Niagara Falls	103.3	223	31	17	Niagara Falls	103.3	223	31	17
					North Hempstead Township	221.4	38	1	4	North Hempstead Township	221.4	38	1	4
					North Tonawanda- Tonawanda	53.7	367	111	26	North Tonawanda- Tonawanda	53.7	367	111	26
					Oran	29.9	456	219	32	Oran	29.9	456	219	32
					Oyster Bay Township	267.3	64	1	8	Oyster Bay Township	267.3	64	1	8
					Rochester	346.1	222	8	16	Rochester	346.1	222	8	16
					Rome	49.5	362	166	25	Rome	49.5	362	166	25
					Schenectady	97.5	168	87	11	Schenectady	97.5	168	87	11
					Syracuse	214.0	167	22	14	Syracuse	214.0	167	22	14
					Troy	76.5	248	74	19	Troy	76.5	248	74	19
					Utica	106.5	419	55	31	Utica	106.5	419	55	31
					Watertown	36.0	317	150	21	Watertown	36.0	317	150	21
					White Plains	61.1	31	13	2	White Plains	61.1	31	13	2
					Yonkers	184.5	70	4	9	Yonkers	184.5	70	4	9
NORTH CAROLINA					NORTH CAROLINA					NORTH CAROLINA				
Asheville	55.1	593	108	8	Asheville	55.1	593	108	8	Asheville	55.1	593	108	8
Burlington	32.0	486	217	5	Burlington	32.0	486	217	5	Burlington	32.0	486	217	5
Charlotte	186.5	310	45	3	Charlotte	186.5	310	45	3	Charlotte	186.5	310	45	3
Durham	87.9	366	110	4	Durham	87.9	366	110	4	Durham	87.9	366	110	4
Fayetteville	48.8	584	290	13	Fayetteville	48.8	584	290	13	Fayetteville	48.8	584	290	13
Gastonia	36.2	556	276	10	Gastonia	36.2	556	276	10	Gastonia	36.2	556	276	10
Goldensboro	28.5	690	356	17	Goldensboro	28.5	690	356	17	Goldensboro	28.5	690	356	17
Greensboro	121.9	182	21	2	Greensboro	121.9	182	21	2	Greensboro	121.9	182	21	2
High Point	47.5	538	268	8	High Point	47.5	538	268	8	High Point	47.5	538	268	8
Kannapolis	31.5	595	279	11	Kannapolis	31.5	595	279	11	Kannapolis	31.5	595	279	11
Kinston	27.7	609	340	10	Kinston	27.7	609	340	10	Kinston	27.7	609	340	10
Raleigh	86.1	181	59	1	Raleigh	86.1	181	59	1	Raleigh	86.1	181	59	1
Rocky Mount	34.0	653	330	15	Rocky Mount	34.0	653	330	15	Rocky Mount	34.0	653	330	15
Salisbury-Spencer					Salisbury-Spencer					Salisbury-Spencer				
East Spencer	26.9	501	243	7	East Spencer	26.9	501	243	7	East Spencer	26.9	501	243	7
Wilmington	64.8	604	173	14	Wilmington	64.8	604	173	14	Wilmington	64.8	604	173	14
Wilson	30.0	578	288	12	Wilson	30.0	578	288	12	Wilson	30.0	578	288	12
Winston-Salem														

See bold-face text page 160 for population groups.



# Per Household Income Ranking, 703 Cities—(Cont'd)

CITY and STATE	RANK				CITY and STATE	RANK				CITY and STATE	RANK			
	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State		Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State		Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State
Bryan.....	29.6	683	352	36	Provo.....	41.9	571	282	2	WEST VIRGINIA				
Corpus Christi.....	175.1	517	70	25	Salt Lake City.....	226.5	476	83	1	Bluefield (W. Va.).....	26.9	422	199	8
Dallas.....	668.5	371	22	9						Bluefield (Va.).....				
Denison.....	25.5	692	359	38	VERMONT					Charleston-South				
Denton.....	30.0	290	99	5	Burlington.....	37.1	360	169	1	Charleston.....	118.3	287	38	2
El Paso.....	263.0	455	18	15						Clarksburg.....	33.2	402	168	4
Fort Worth.....	399.0	489	19	19						Fairmont.....	30.5	406	239	7
Galveston.....	73.5	469	142	17	VIRGINIA					Huntington.....	93.0	510	160	8
Garland.....	31.8	493	236	21	Alexandria.....	90.1	99	37	1	Morgantown.....	30.6	166	61	1
Grand Prairie.....	36.0	550	272	28	Bristol (Tenn.).....					Parkersburg.....	60.0	636	181	9
					Bristol (Va.).....	35.9	635	323	10	Wheeling.....	65.1	415	129	5
Houston.....	922.0	382	23	10	Charlottesville.....	30.5	404	190	5					
Irving.....	42.5	504	245	22	Danville.....	50.3	623	179	9	WISCONSIN				
Laredo.....	66.7	699	193	40	Lynchburg.....	53.3	576	165	8	Appleton-Neenah-				
Longview.....	41.2	627	317	29	Newport News-					Menasha.....	82.0	416	130	10
Lubbock.....	145.1	278	41	7	Hampton-Warwick.....	190.1	358	49	4	Beloit.....	36.1	283	135	4
Marshall.....	23.4	688	336	37	Norfolk-Portsmouth-					Eau Claire.....	40.5	447	211	12
Midland.....	55.3	98	36	2	South Norfolk.....	429.7	271	11	3	Fond du Lac.....	32.1	487	233	14
Odesa.....	77.4	232	71	6						Green Bay.....	63.4	411	127	9
Orange.....	31.4	529	253	26	Petersburg-Hopewell-					Janesville.....	30.2	291	138	5
Pasadena.....	69.0	475	145	18	Colonial Heights.....	66.6	547	184	11	Kenosha.....	61.0	312	92	7
					Richmond.....	242.0	255	36	2	La Crosse.....	51.0	426	131	11
Port Arthur.....	65.0	442	135	14	Roanoke.....	104.6	436	57	6	Madison.....	122.6	74	6	2
San Angelo.....	69.6	514	151	23	Staunton.....	25.2	527	257	7					
San Antonio.....	565.0	656	26	33						Manitowoc-Two Rivers	44.0	478	225	13
Sherman.....	28.1	673	343	34	WASHINGTON					Milwaukee.....	765.9	319	17	9
Tempe.....	34.5	640	325	32	Bellingham.....	36.9	639	324	10	Oaksho.....	46.2	526	256	16
Texarkana (Tex.)-					Bremerton.....	29.1	560	278	5	Racine.....	64.4	229	70	3
Texarkana (Ark.).....	51.4	687	192	39	Everett.....	35.1	625	315	9	Sheboygan.....	46.3	490	241	15
Texas City.....	33.0	514	250	23	Pasco-Kennewick-					Superior.....	35.9	547	271	17
Tyler.....	58.6	631	190	31	Richland.....	51.9	208	64	1	Wausau.....	32.6	568	260	18
University Park.....	30.2	24	15	1						Wauwatosa.....	50.5	30	12	1
Victoria.....	40.0	525	255	27	Seattle.....	566.6	243	10	2	West Allis.....	69.9	306	91	6
Waco.....	106.2	628	82	30	Spokane.....	191.2	462	88	4					
Wichita Falls.....	97.3	142	46	3	Tacoma.....	159.5	608	81	8	WYOMING				
					Vancouver.....	42.1	595	297	6	Casper.....	35.7	229	111	1
UTAH					Walla Walla.....	25.8	330	155	3	Cheyenne.....	36.1	504	278	2
Ogden.....	65.5	593	169	3	Yakima.....	47.0	602	300	7					

# Total Retail Sales Ranking, 703 Cities

CITY and STATE	RANK				CITY and STATE	RANK				CITY and STATE	RANK			
	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State		Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State		Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State
ALABAMA					Tucson.....	110.0	93	41	2	Chula Vista.....	37.6	533	208	57
Anniston.....	35.2	400	91	9						Compton.....	72.3	122	8	14
Bessemer.....	32.4	490	167	9	ARKANSAS					Concord.....	29.1	619	298	63
Birmingham.....	368.5	41	14	1	El Dorado.....	26.0	564	236	5	Costa Mesa.....	27.8	668	354	73
Dothan.....	29.7	525	200	10	Fert Smith.....	62.1	296	105	2	Culver City.....	35.1	187	3	23
Florence-Sheffield-					Hot Springs.....	33.2	492	169	4	Daly City.....	35.1	491	168	55
Tusculum-Muscle					Little Rock-North					East Bakersfield.....	60.6	965	192	68
Shoals.....	63.3	308	135	5	Little Rock.....	192.3	77	26	1	El Cajon.....	29.2	641	213	58
Gadsden.....	70.2	359	156	6	Pine Bluff.....	46.3	443	127	3	Eureka.....	30.1	338	48	38
Huntsville.....	60.2	274	112	4						Fremont.....	27.4	666	332	69
Mobile-Prichard.....	219.7	71	21	2	CALIFORNIA					Fresno.....	123.7	64	15	8
Montgomery.....	130.5	117	61	3	Alameda.....	70.9	496	162	56	Fullerton.....	63.0	423	173	60
Phoenix City.....	27.3	699	363	12	Alhambra.....	56.8	230	79	29	Gardena.....	32.4	383	77	46
Seima.....	26.4	622	291	11	Altadena Township.....	53.2	659	191	67	Garden Grove.....	66.6	433	174	52
Tuscaloosa-Northport.....	66.5	364	158	7	Anaheim.....	79.1	379	163	45	Glendale.....	115.6	162	48	10
					Arcadia.....	40.3	416	96	48	Hawthorne.....	32.3	355	89	42
ALASKA					Bakersfield.....	54.1	108	4	11	Hayward.....	61.0	299	107	33
Anchorage.....	33.4	372	89	1	Belvedere Township.....	48.3	675	341	71	Huntington Park.....	29.8	226	9	28
					Berkeley.....	120.9	155	79	29	Inglewood.....	62.8	138	18	18
ARIZONA					Beverly Hills.....	31.1	143	1	19	Lakewood.....	61.6	345	160	39
Mesa.....	31.0	474	151	3	Burbank.....	93.5	125	14	17	La Mesa.....	25.4	998	267	61
Phoenix.....	241.3	46	2	1						Long Beach-Lakewood.....	364.9	34	9	6

See hold-face text page 160 for population groups.

NOVEMBER 10, 1959

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# FLORIDA'S WINNING COMBINATION 5-3-1

POPULATION

RETAIL SALES

IN WEST FLORIDA

5  
5th in FLORIDA

PENSACOLA'S Standard Metropolitan area is well over 200,000. Ranking No. 5 in population of Florida

3  
3rd in FLORIDA

PENSACOLA ranks 3rd in retail sales per household in the state of Florida exceeded by West Palm Beach, Miami-Ft. Lauderdale areas)

1  
No. 1 Newspaper

Only the PENSACOLA NEWS-JOURNAL can cover Florida's fastest growing industrial empire. Northwest Florida belongs on your "A" list. Put it there right now.

## The Pensacola News-Journal

A JOHN H. PERRY FLORIDA NEWSPAPER

Represented by John H. Perry, Associates, offices in New York, Chicago, Detroit, Philadelphia, Atlanta, San Francisco and Los Angeles

SOURCE:  
Standard Rate & Data

### Total Retail Sales Ranking, 703 Cities—(Cont'd)

RANK					RANK					RANK				
CITY and STATE	Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State	CITY and STATE	Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State	CITY and STATE	Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State
Los Angeles.....	2,397.5	3	3	1	COLORADO					Gainesville.....	32.9	395	87	18
Lynwood.....	31.7	406	97	47	Aurora.....	37.3	517	193	7	Hialeah.....	58.3	447	175	19
Manhattan Beach.....	34.5	634	303	64	Boulder.....	34.5	512	188	8	Hollywood.....	37.6	349	56	16
Menlo Park.....	27.1	571	243	59	Colorado Springs.....	73.9	132	13	2	Jacksonville.....	235.3	38	1	2
Mudesto.....	35.2	198	5	25	Denver.....	527.5	21	20	1	Key West.....	51.1	589	188	22
Monrovia.....	26.0	430	115	51	Englewood.....	34.0	432	117	5	Lakeland.....	43.8	259	17	12
Montebello.....	31.1	578	247	60	Grand Junction.....	25.3	347	55	4	Miami.....	300.3	25	2	1
Monterey Park.....	33.9	668	334	70	Pueblo.....	99.5	192	46	3	Miami Beach.....	54.9	147	20	8
Mountain View.....	28.5	415	193	49	CONNECTICUT					North Miami.....	28.4	483	180	21
National City.....	33.5	482	199	54	Bridgeport.....	170.7	94	42	3	Orlando.....	89.3	75	1	5
Oakland.....	416.1	32	7	4	Bristol.....	45.6	591	281	19	Panama City.....	33.9	394	86	17
Odessa.....	25.0	701	365	74	East Hartford.....	39.1	362	76	10	Pensacola.....	53.2	148	21	9
Ontario-Upland.....	86.6	352	184	41	Greenwich.....	51.5	469	180	13	St. Petersburg.....	173.2	65	16	4
Oxnard.....	34.8	482	135	53	Hartford.....	188.7	90	11	1	Sarasota.....	38.7	264	18	13
Palo Alto.....	49.2	205	6	28	Manchester.....	40.6	514	190	17	Tallahassee.....	45.9	362	30	15
Pasadena.....	123.0	79	28	9	Meriden-Wallingford.....	67.5	312	138	8	Tampa.....	264.5	50	20	3
Pemona.....	63.1	237	84	31	Middletown.....	37.2	499	175	15	West Palm Beach.....	62.2	137	15	7
Redlands.....	26.7	642	310	65	New Britain.....	96.8	240	94	7	GEORGIA				
Redondo Beach.....	45.7	298	29	38	New Haven.....	167.0	80	29	2	Albany.....	47.1	392	85	7
Redwood City.....	45.6	276	21	34	New London.....	31.3	319	34	9	Athens.....	37.0	484	161	8
Richmond.....	74.4	232	61	30	Norwalk.....	62.8	209	62	6	Atlanta.....	510.0	19	19	1
Riverside.....	82.3	187	30	21	Norwich.....	40.8	420	107	11	Augusta.....	101.2	145	74	3
Sacramento.....	171.2	49	4	6	Stamford.....	98.0	142	19	4	Brunswick.....	26.5	626	295	13
San Bernardino.....	91.3	118	6	12	Stratford.....	44.9	472	150	14	Columbus.....	129.6	153	78	4
San Diego.....	522.6	28	25	3	Torrington.....	30.4	561	233	18	Decatur.....	26.9	396	79	6
San Francisco.....	801.6	13	13	2	Waterbury.....	113.7	161	83	5	East Point.....	35.3	529	294	10
San Jose.....	160.7	63	14	7	West Hartford.....	57.9	464	177	12	La Grange.....	27.8	662	329	14
San Leandro.....	63.7	297	127	35	West Haven.....	37.8	513	189	16	Macon.....	67.1	157	25	5
San Mateo.....	69.0	187	53	24	DELAWARE					Marietta.....	44.3	503	179	9
Santa Ana.....	75.3	119	7	13	Wilmington.....	115.1	73	23	1	Rome.....	38.4	568	269	11
Santa Barbara.....	67.3	213	69	27	DIST. OF COLUMBIA					Savannah.....	139.8	120	62	2
Santa Clara.....	44.2	608	277	82	Washington, D. C.....	824.6	9	9	1	Valdosta.....	33.7	624	293	12
Santa Monica.....	84.5	129	11	15	FLORIDA					HAWAII				
Santa Rosa.....	33.7	330	42	37	Clearwater.....	41.3	258	16	11	Hilo.....	28.4	633	302	2
Sealth Gate.....	55.3	254	98	32	Coral Gables.....	34.4	236	11	10	Honolulu.....	326.3	58	23	1
South San Francisco.....	39.2	684	360	72	Daytona Beach.....	44.7	288	26	14	IDAHO				
Stockton.....	86.3	130	12	16	Fort Lauderdale.....	91.8	99	2	6	Boise.....	34.2	224	8	1
Sunnyvale.....	42.1	646	314	66	Fort Pierce.....	25.3	476	153	20	Idaho Falls.....	28.6	426	113	2
Torrance.....	99.0	348	151	40						Pocatello.....	26.8	487	164	3
Vallejo.....	64.0	360	157	43										
Ventura.....	25.9	377	73	44										
Whittier.....	33.7	172	2	22										

See bold-face text page 160 for population groups.

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## Total Retail Sales Ranking, 703 Cities—(Cont'd)

CITY AND STATE	RANK				CITY AND STATE	RANK				CITY AND STATE	RANK			
	Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State		Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State		Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State
ILLINOIS														
Alton-Woods River- East Alton.....	57.0	281	116	15	Indiana Anderson.....	51.0	271	109	9	Kentucky Ashland.....	34.5	494	171	6
Aurora.....	58.2	228	77	12	Bloomington.....	40.7	502	178	18	Bowling Green.....	30.1	628	297	8
Belleville.....	39.5	362	63	20	Elkhart.....	39.3	363	64	11	Covington.....	70.1	294	124	3
Berwyn.....	53.0	229	78	13	Evansville.....	139.8	113	57	6	Frankfort.....	25.3	669	335	9
Bloomington-Normal.....	47.6	325	39	18	Fort Wayne.....	182.5	84	32	3	Lexington.....	64.9	168	31	2
Carbondale-Herrin- Murphysboro.....	33.1	434	118	25	Gary.....	176.6	97	45	5	Louisville.....	417.1	36	10	1
Champaign-Urbana.....	78.6	223	74	11	Hammond-East Chicago.....	169.4	91	39	4	Newport.....	33.2	504	160	7
Chicago.....	3,851.1	2	2	1	Indianapolis.....	463.2	20	1	1	Owensboro.....	50.4	370	161	4
Chicago Heights.....	30.5	508	184	28	Kokomo.....	46.6	398	89	13	Paducah.....	47.6	414	102	5
Cicero.....	68.3	295	125	16	Lafayette-West Lafayette.....	53.2	309	136	10	LOUISIANA				
Danville.....	41.4	334	46	19	Marion.....	35.7	462	144	14	Alexandria-Pineville.....	55.4	304	132	6
Decatur.....	77.1	175	36	6	Michigan City.....	32.4	520	195	17	Baton Rouge.....	166.1	78	27	2
Des Plaines.....	32.0	565	237	31	Muncie.....	65.3	241	88	8	Bossier City.....	28.0	674	340	9
East St. Louis.....	89.5	185	45	9	New Albany.....	35.1	486	163	15	Lafayette.....	49.9	320	35	7
Elgin.....	48.7	307	31	17	Richmond.....	45.0	365	85	12	Lake Charles.....	70.7	255	99	5
Elmhurst.....	37.8	505	151	27	South Bend- Mishawaka.....	167.7	81	30	2	Manroe-West Monroe.....	68.8	233	82	4
Evanston.....	75.8	177	38	7	Terre Haute.....	73.2	216	67	7	New Iberia.....	29.5	652	320	8
Freeport.....	25.7	501	177	26	IOWA					New Orleans.....	600.1	27	24	1
Galesburg.....	35.7	412	100	24	Ames.....	29.6	613	282	14	Shreveport.....	167.9	95	43	3
Granite City.....	38.2	559	231	30	Burlington.....	38.0	488	165	11	MAINE				
Harvey.....	25.5	536	210	29	Cedar Rapids.....	86.2	154	24	3	Bangor.....	38.5	324	38	3
Joliet.....	61.3	162	43	8	Clinton.....	35.1	435	119	7	Lewiston-Auburn.....	70.1	263	118	2
Kankakee.....	28.6	373	70	21	Council Bluffs.....	52.5	461	176	8	Portland.....	61.0	158	26	1
La Salle-Peru-Oglesby Maywood.....	28.9	585	258	33	Davenport.....	91.5	162	27	4	South Portland.....	28.9	688	362	4
Moline-East Moline- Rock Island.....	109.6	136	71	5	Des Moines.....	212.2	62	13	1	MARYLAND				
Oak Park.....	60.3	195	51	10	Dubuque.....	59.6	305	133	6	Annapolis.....	29.3	431	118	5
Park Forest.....	29.9	632	301	37	Fort Dodge.....	27.7	475	152	10	Baltimore.....	585.2	8	8	1
Park Ridge.....	30.4	610	279	35	Iowa City.....	34.3	515	191	12	Bethesda.....	78.1	248	93	4
Pekin.....	26.6	594	263	34	Mason City.....	35.1	463	145	9	Cumberland.....	36.7	337	47	2
Peoria.....	119.6	104	50	3	Ottumwa.....	38.1	546	218	13	Hagerstown.....	39.5	236	15	3
Quincy.....	45.3	388	81	22	Sioux City.....	95.9	149	22	2	MASSACHUSETTS				
Rockford.....	120.1	103	49	2	Waterloo.....	80.0	221	72	5	Arlington.....	49.3	688	240	27
Skokie.....	54.8	401	168	23	KANSAS					Attleboro.....	25.6	661	328	36
Springfield.....	89.2	126	10	4	Hutchinson.....	37.5	403	92	4	Belmont.....	29.6	670	336	39
Sterling-Rock Falls.....	27.4	574	245	32	Kansas City.....	131.2	146	75	2	Beverly.....	33.2	661	270	31
Waukegan.....	52.4	246	92	14	Salina.....	36.2	405	94	5	Boston.....	748.2	7	7	1
Wimette.....	25.5	617	286	36	Topeka.....	112.6	156	60	3	Braintree.....	30.0	691	356	43
					Wichita.....	253.1	52	21	1	Breckton.....	62.9	262	103	12

See bold-face text page 160 for population groups.

NOVEMBER 10, 1959

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# Total Retail Sales Ranking, 703 Cities—(Cont'd)

CITY AND STATE	RANK			
	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State
Brookline.....	84.6	289	121	13
Cambridge.....	123.1	106	51	4
Chelsea.....	35.4	563	284	29
Chicopee.....	66.2	573	187	28
Everett.....	44.6	664	331	37
Fall River.....	107.0	203	89	16
Fitchburg.....	43.7	384	78	22
Framingham.....	34.1	348	84	21
Gloucester.....	28.6	656	318	33
Haverhill.....	46.0	437	121	24
Holyoke.....	84.2	303	131	15
Lawrence.....	72.9	200	55	9
Leominster.....	25.2	640	308	32
Lewell.....	94.5	208	89	11
Lynn.....	99.0	186	52	8
Malden.....	60.1	317	143	18
Marlborough-Hudson.....	28.4	657	325	35
Medford.....	67.4	300	129	14
Minrose.....	30.1	652	348	40
Methuen.....	26.9	657	361	44
Natick.....	26.7	655	361	41
New Bedford.....	107.5	191	88	7
Newton.....	90.1	180	41	5
Northampton.....	31.1	685	284	30
Peabody.....	29.2	667	353	42
Pittsfield.....	56.9	306	134	16
Quincy.....	65.7	181	42	6
Revere.....	41.3	518	184	25
Salem.....	41.6	321	36	19
Somerville.....	94.9	316	142	17

CITY AND STATE	RANK			
	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State
Springfield.....	168.6	78	25	3
Taunton.....	42.1	586	228	26
Waltham.....	53.7	327	148	20
Watertown.....	30.9	425	110	23
Weymouth.....	49.2	653	321	34
Woburn.....	29.1	667	333	38
Worcester.....	299.3	67	16	2
MICHIGAN				
Adrian.....				
Allen Park.....				
Ann Arbor.....				
Battle Creek.....				
Bay City.....				
Benton Harbor-St. Joseph.....				
Birmingham.....				
Dearborn.....				
Detroit.....				
East Detroit.....				
East Lansing.....				
Ferndale.....				
Flint.....				
Garden City.....				
Grand Rapids.....				
Hamtramck.....				
Hazel Park.....				
Highland Park.....				
Inkster.....				
Jackson.....				
Kalamazoo.....				
Lansing.....				
Lincoln Park.....				
Livonia.....				
Midland.....				
Monroe.....				
Muskegon.....				
Pontiac.....				
Port Huron.....				
Roseville.....				
Royal Oak.....				
Saginaw.....				
St. Clair Shore.....				
Wyandotte.....				

CITY AND STATE	RANK			
	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State
St. Joseph.....	81.5	238	85	4
St. Louis.....	672.2	12	12	1
Sedalia.....	26.8	618	287	11
Springfield.....	102.2	188	87	3
University City.....	57.1	892	189	10
Webster Groves.....	29.0	643	311	12
MONTANA				
Billings.....				
Butte-Anaconda.....				
Great Falls.....				
Helena.....				
Missoula.....				
NEBRASKA				
Grand Island.....				
Hastings.....				
Lincoln.....				
Omaha.....				
NEVADA				
Las Vegas.....				
Reno.....				
NEW HAMPSHIRE				
Concord.....				
Manchester.....				
Nashua.....				
NEW JERSEY				
Atlantic City.....				
Bayonne.....				
Belleville.....				
Bloomfield.....				
Camden.....				
East Orange.....				
Elizabeth.....				
Englewood.....				
Fair Lawn.....				
Garfield.....				
Hackensack.....				
Hoboken.....				
Irrington.....				
Jersey City.....				
Kearny.....				
Linden.....				
Long Branch.....				
Maplewood Township.....				
Montclair.....				
New Brunswick.....				
Newark.....				
North Bergen Township.....				
Nutley.....				
Orange.....				
Passaic-Clifton.....				
Pateron.....				
Pennsauken Township.....				
Perth Amboy.....				
Plainfield.....				
Rahway.....				
Ridgewood.....				
Teaneck Township.....				
Trenton.....				
Union Township.....				
Union City.....				
Vineland.....				
West New York.....				
West Orange.....				
Westfield.....				
Woodbridge Township.....				

# PERFECT TEST MARKET

WESTERN NETWORK CONTAINS

- 51,000 TV homes
- Drug Sales Index 167
- Food Sales Index 145
- Auto Sales Index 176
- Retail Sales Index 143

(Source: NCS #3; Sales Mgt. 1959)

# PERFECT TEST STATION KMSO-TV

MISSOULA, MONTANA  
DELIVERS

- Captive Audience in 90% of the area.
- Dominates the 10% remainder completely
- Low Cost/1,000 Homes

(Source: FCC Data; ARB '58-'59)

CITY AND STATE	RANK			
	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State
Springfield.....	168.6	78	25	3
Taunton.....	42.1	586	228	26
Waltham.....	53.7	327	148	20
Watertown.....	30.9	425	110	23
Weymouth.....	49.2	653	321	34
Woburn.....	29.1	667	333	38
Worcester.....	299.3	67	16	2
MICHIGAN				
Adrian.....				
Allen Park.....				
Ann Arbor.....				
Battle Creek.....				
Bay City.....				
Benton Harbor-St. Joseph.....				
Birmingham.....				
Dearborn.....				
Detroit.....				
East Detroit.....				
East Lansing.....				
Ferndale.....				
Flint.....				
Garden City.....				
Grand Rapids.....				
Hamtramck.....				
Hazel Park.....				
Highland Park.....				
Inkster.....				
Jackson.....				
Kalamazoo.....				
Lansing.....				
Lincoln Park.....				
Livonia.....				
Midland.....				
Monroe.....				
Muskegon.....				
Pontiac.....				
Port Huron.....				
Roseville.....				
Royal Oak.....				
Saginaw.....				
St. Clair Shore.....				
Wyandotte.....				
MINNESOTA				
Austin.....				
Duluth.....				
Mankato-North Mankato.....				
Minneapolis.....				
Richfield.....				
Rochester.....				
St. Cloud.....				
St. Louis Park.....				
St. Paul.....				
Winona.....				
MISSISSIPPI				
Biloxi-Gulfport.....				
Columbus.....				
Greenville.....				
Hattiesburg.....				
Jackson.....				
Laurel.....				
Meridian.....				
Natchez.....				
Vicksburg.....				
MISSOURI				
Columbia.....				
Independence.....				
Jefferson City.....				
Joplin.....				
Kansas City.....				
Kirkwood.....				

CITY AND STATE	RANK			
	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State
St. Joseph.....	81.5	238	85	4
St. Louis.....	672.2	12	12	1
Sedalia.....	26.8	618	287	11
Springfield.....	102.2	188	87	3
University City.....	57.1	892	189	10
Webster Groves.....	29.0	643	311	12
MONTANA				
Billings.....				
Butte-Anaconda.....				
Great Falls.....				
Helena.....				
Missoula.....				
NEBRASKA				
Grand Island.....				
Hastings.....				
Lincoln.....				
Omaha.....				
NEVADA				
Las Vegas.....				
Reno.....				
NEW HAMPSHIRE				
Concord.....				
Manchester.....				
Nashua.....				
NEW JERSEY				
Atlantic City.....				
Bayonne.....				
Belleville.....				
Bloomfield.....				
Camden.....				
East Orange.....				

See bold-face text page 160 for population groups.

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SALES MANAGEMENT

## PERFECT TEST MARKET

WESTERN NETWORK CONTAINS

- 51,000 TV homes
- Drug Sales Index 167
- Food Sales Index 145
- Auto Sales Index 176
- Retail Sales Index 143

(Source: NCS #3; Sales Mgt. 1959)

## PERFECT TEST STATION KMSO-TV

MISSOULA, MONTANA DELIVERS

- Captive Audience in 90% of the area.
- Dominates the 10% remainder completely
- Low Cost/1,000 Homes

(Source: FCC Data; ARB '58-'59)

CBS ••• NBC ••• ABC

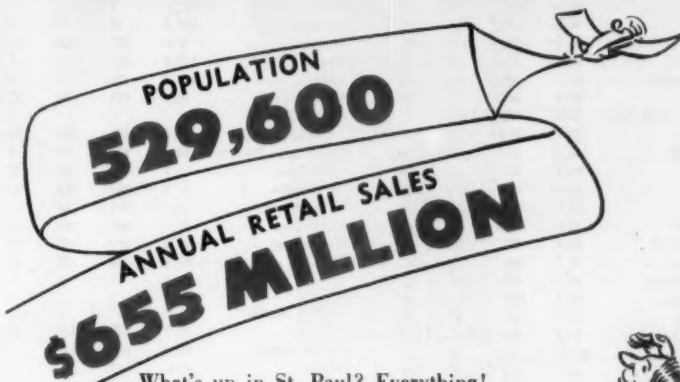


CITY AND STATE	Popu- lation (thous.)	RANK		
		Among U. S. Cities	In Popu- lation Group	Among Cities in State
Roswell.....	38.5	509	185	3
Santa Fe.....	35.0	569	241	4
<b>NEW YORK</b>				
Albany.....	144.1	87	35	7
Amsterdam.....	32.3	605	274	31
Auburn.....	37.6	450	133	25
Binghamton.....	82.9	170	33	13
Buffalo.....	802.5	23	22	3
Dunkirk-Fredonia.....	26.7	602	271	30
Elmira.....	55.0	277	114	19
Gloversville- Johndstown.....	35.5	526	201	28
Hempstead Township.....	748.4	10	10	2
Ithaca.....	29.5	498	174	27
Jamestown.....	42.4	386	60	21
Kingston.....	30.9	438	122	24
Lackawanna.....	29.3	560	232	29
Lockport.....	26.2	497	173	26
Long Beach.....	26.1	678	344	33
Mount Vernon.....	78.3	242	69	18
New Rochelle.....	75.3	210	63	15
New York City.....	7,771.3	1	1	1
Newburgh-Boscon.....	47.6	235	10	17
Niagara Falls.....	103.3	165	84	12
North Hempstead Township.....	221.4	48	3	5
North Tonawanda- Tonawanda.....	53.7	296	126	20
Olean.....	25.9	609	278	32
Oyster Bay Township.....	287.3	184	26	14
Rochester.....	346.1	33	8	4
Rome.....	49.5	436	120	23
Schenectady.....	97.5	139	17	10
Syracuse.....	214.0	55	7	6
Troy.....	76.5	218	69	16
Utica.....	106.5	160	82	11
Watertown.....	36.0	422	108	22
White Plains.....	51.1	100	3	8
Yonkers.....	184.5	115	59	9
<b>NORTH CAROLINA</b>				
Asheville.....	58.1	201	56	5
Burlington.....	32.0	442	126	12
Charlotte.....	166.5	66	17	1
Durham.....	87.9	219	70	6
Fayetteville.....	49.6	287	25	7
Gastonia.....	36.2	390	83	10
Goldensboro.....	28.5	543	215	14
Greensboro.....	121.9	92	40	2
High Point.....	47.5	322	37	8
Kannapolis.....	31.5	553	225	15
Kinston.....	27.7	606	275	17
Raleigh.....	86.1	163	28	4
Rocky Mount.....	34.0	507	183	13
Salisbury-Spencer- East Spencer.....	28.9	429	114	11
Wilmington.....	54.8	350	152	9
Wilson.....	30.0	597	266	16
Winston-Salem.....	114.0	124	64	3
<b>NORTH DAKOTA</b>				
Bismarck-Mandan.....	37.0	417	104	3
Fargo.....	47.4	265	19	1
Grand Forks-East Grand Forks.....	42.6	329	41	2
Minot.....	28.5	456	139	4
<b>OHIO</b>				
Akron.....	309.5	47	19	6
Alliance.....	32.8	549	221	37
Ashtabula.....	26.0	426	111	26
Barberton.....	34.2	457	140	29
Canton.....	125.7	110	54	8
Chillicothe.....	26.8	531	206	34
Cincinnati.....	554.5	24	23	2
Cleveland.....	952.5	8	6	1
Cleveland Heights.....	62.7	402	169	23
Columbus.....	468.0	26	3	3
Cuyahoga Falls.....	43.6	378	74	20
Dayton.....	297.1	40	13	4

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# ...MARKET on the move!



What's up in St. Paul? Everything!

From one end to the other, the booming, mushrooming St. Paul Market\* is on the move! Population is UP . . . to 529,600. Effective buying income is UP . . . to \$959 million. Retail sales are UP . . . to \$655 million a year.

Want your sales to go up right along with everything else in this prosperous land-o'-plenty? Naturally! Then cash in by making your move to the one and only newspaper to blanket every rich inch of it . . . the St. Paul Dispatch-Pioneer Press!

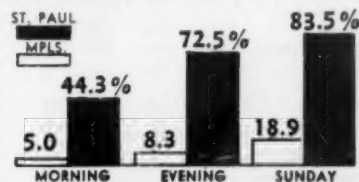
And 1 newspaper offers  
unchallenged  
blanket coverage!



**ST. PAUL**  
**DISPATCH**  
**PIONEER PRESS**

## FAMILY COVERAGE

\*Ramsey, Dakota and Washington counties.



SOURCES: ABC 3-31-59. SM Survey of Buying Power 5-10-59. Newspapers have audited, verified circulation.

Representatives RIDDER-JOHNS, INC.

New York—Chicago—Detroit—Los Angeles—San Francisco—St. Paul—Minneapolis

Whether you rely on the power of black-and-white or the impact of blazing color . . . St. Paul belongs on your "A" schedule!

# Total Retail Sales Ranking, 703 Cities—(Cont'd)

RANK					RANK					RANK				
CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State
East Cleveland.....	41.1	693	272	40	Lower Merion.....	60.0	288	108	15	Grand Prairie.....	38.0	548	220	30
East Liverpool.....	26.6	870	242	39	Township.....	46.7	290	23	16	Houston.....	922.0	11	11	1
Elyria.....	40.2	439	123	27	McKeesport.....	35.4	676	342	37	Irving.....	42.5	679	345	39
Euchid.....	65.1	354	188	17	Mt. Lebanon Township.....	50.9	307	160	22	Laredo.....	66.7	468	179	25
Findlay.....	28.9	542	214	36	New Castle.....	36.2	440	157	29	Longview.....	41.2	500	176	27
Garfield Heights.....	38.4	700	364	43	New Kensington.....	40.0	310	32	18	Lubbock.....	145.1	116	90	9
Hamilton.....	70.0	225	75	10	Norristown.....	30.5	555	227	32	Marshall.....	28.4	649	317	37
Lakewood.....	31.5	510	186	33	Oil City-Franklin.....	2,207.2	4	4	1	Midland.....	55.3	273	111	17
Lancaster.....	55.9	280	101	13	Philadelphia.....	686.5	16	16	2	Odessa.....	77.4	214	86	14
Lima.....	68.0	315	141	16	Pittsburgh.....	25.8	528	203	31	Orange.....	31.4	544	216	29
Lorain.....	82.6	234	83	11	Pottstown.....	113.5	131	68	6	Pasadena.....	59.0	344	149	22
Maple Heights.....	27.7	654	322	42	Reading.....	128.0	151	70	7	Port Arthur.....	65.0	245	91	15
Marion.....	37.5	460	143	20	Seranton.....	46.4	391	94	25	San Angelo.....	69.6	279	115	18
Martins Ferry-Bellaire.....	25.9	618	285	41	Sharon-Farell.....	28.7	623	292	35	San Antonio.....	565.0	35	26	3
Massillon.....	45.6	399	90	22	State College.....	94.1	178	36	9	Sherman.....	28.1	599	268	31
Middletown.....	40.6	375	71	19	Upper Darby Township.....	28.0	413	101	26	Tempe.....	34.5	524	199	28
Newark.....	37.9	410	108	23	Washington.....	73.8	211	64	13	Texas City.....	33.0	671	337	38
Norwood.....	69.6	336	184	38	West Mifflin.....	31.2	582	253	34	Texas City (Ark.).....	81.4	323	144	21
Parma.....	42.9	387	80	21	Wilkes-Barre.....	48.2	361	62	21	Texas City (Tex.).....	33.0	671	337	38
Portsmouth.....	26.9	467	96	24	Wilkesburg.....	63.6	190	47	10	Tyler.....	58.6	291	122	20
Ravenna-Kant.....	33.7	444	126	28	Williamsport.....	62.1	537	185	6	University Park.....	30.2	630	299	34
Sandusky.....	36.7	481	188	32	Yakima.....	40.0	577	248	7	Victoria.....	40.0	468	141	24
Shaker Heights.....	27.6	572	244	39	RHODE ISLAND					Waco.....	106.2	159	81	11
South Euclid.....	88.1	183	44	9	Cranston.....	40.0	471	149	4	Wichita Falls.....	97.3	208	61	13
Springfield.....	36.8	292	28	14	East Providence.....	44.0	577	248	7	UTAH				
Steuersville.....	377.7	44	17	5	Newport.....	108.7	212	90	2	Ogden.....	68.5	252	96	2
Taunton.....	58.6	243	90	12	Pawtucket-Central Falls.....	230.4	57	9	1	Provo.....	41.0	581	282	3
Warren.....	184.5	74	24	7	Providence.....	56.5	519	183	5	Salt Lake City.....	228.5	56	8	1
Youngstown.....	44.8	371	68	18	Warwick.....	51.3	381	164	3	VERMONT				
Zanesville.....	29.3	508	257	6	Woonsocket.....	71.8	173	35	3	Burlington.....	37.1	396	88	1
OKLAHOMA					SOUTH CAROLINA					VIRGINIA				
Ardmore.....	29.7	611	290	6	Charleston.....	111.1	127	66	1	Alexandria.....	90.1	140	18	4
Bartlesville.....	43.2	339	49	3	Columbia.....	28.8	551	223	5	Bristol (Tenn.).....	35.9	477	154	10
Enid.....	57.6	361	193	4	Greenville.....	70.0	184	29	2	Bristol (Va.).....	30.5	468	146	9
Lawton.....	31.0	695	389	12	Rock Hill.....	41.2	343	53	4	Charlottesville.....	50.3	385	165	8
Midwest City.....	41.1	448	131	5	Sumter.....	25.0	590	260	6	Danville.....	53.3	335	147	7
Muskogee.....	39.2	627	296	9	SOUTH DAKOTA					Lynchburg.....	190.1	121	63	3
Norman.....	298.5	43	16	1	Rapid City.....	41.6	328	40	2	Newport News-Hampton-Warwick.....	420.7	42	15	
Oklahoma City.....	25.6	638	305	10	Sioax Falls.....	66.0	227	78	1	Norfolk-Portsmouth-South Norfolk.....	66.6	261	102	6
Ponca City.....	28.4	567	258	7	TENNESSEE					Petersburg-Hopewell-Colonial Heights.....	242.0	51	5	2
Shawnee.....	25.4	680	346	11	Chattanooga.....	159.1	88	38	4	Richmond.....	104.6	166	85	5
Stillwater.....	265.5	54	22	2	Jackson.....	37.5	822	197	6	Staunton.....	25.2	658	326	11
Tulsa.....	61.6	194	50	2	Johnson City.....	28.1	488	162	5	WASHINGTON				
OREGON					Knoxville.....	132.0	85	33	3	Bellingham.....	36.9	579	250	10
Eugene-Springfield.....	414.1	29	4	1	Memphis.....	493.9	31	6	1	Bremerton.....	29.1	483	170	8
Portland.....	47.5	247	13	3	Nashville.....	184.0	53	6	2	Everett.....	35.1	341	51	6
Salem.....	28.3	508	257	6	Oak Ridge.....	28.3	651	319	7	Pasco-Kennewick-Richland.....	51.9	326	145	5
PENNSYLVANIA					TEXAS					Seattle.....	568.8	17	17	1
Abington Township.....	53.4	693	194	39	Arlene.....	70.1	263	104	16	Spokane.....	191.2	70	20	2
Aliquippa-Rochester.....	43.5	353	57	20	Amarillo.....	139.5	112	56	8	Tacoma.....	159.5	82	31	3
Allentown.....	113.7	107	53	3	Austin.....	195.2	101	47	7	Vancouver.....	42.1	451	134	7
Altoona.....	75.5	284	119	17	Baytown.....	28.9	418	105	23	Walla Walla.....	25.8	540	212	9
Beaver Falls-New Brighton.....	31.3	558	230	33	Beaumont.....	123.1	133	69	10	Yakima.....	47.0	244	12	4
Cheltenham Township.....	36.8	680	327	36	Bellaire.....	26.6	702	368	40	WEST VIRGINIA				
Chester.....	71.8	193	49	11	Big Spring.....	29.5	489	166	26	Bluefield (W. Va.).....	26.9	578	249	8
Easton-Wilson-Phillipsburg.....	64.3	239	86	14	Brownsville-Harlingen-McAllen.....	115.1	174	86	12	Bluefield (Va.).....	110.3	96	44	1
Easton.....	35.7	331	43	19	Bryan.....	29.6	600	289	32	Charleston-South Charleston.....	33.2	406	95	5
Erie.....	146.5	111	55	5	Corpus Christi.....	175.1	89	37	6	Clarksville.....	30.5	506	182	6
Greensburg-South Greensburg-Southwest Greensburg.....	26.9	427	112	27	Dallas.....	668.5	15	15	2	Fairmont.....	93.0	169	32	2
Harrisburg.....	92.2	199	5	4	Denison.....	25.5	648	316	38	Huntington.....	30.0	552	224	7
Haverford Township.....	52.4	690	193	38	Denton.....	30.0	635	304	35	Morgantown.....	60.0	313	139	4
Hazleton.....	34.7	523	198	30	El Paso.....	283.0	68	24	5	Parkersburg.....	33.2	673	339	9
Homestead-West Homestead-Munhall.....	31.2	378	72	24	Fort Worth.....	390.0	37	11	4	Weirton.....	65.1	231	80	3
Johnstown.....	65.0	202	57	12	Galveston.....	73.5	296	120	19	Wheeling.....	65.1	231	80	3
Lancaster.....	65.7	178	37	8	Gariand.....	31.8	607	276	33					
Lebanon.....	34.0	454	137	28										
Levittown.....	72.0	374	162	23										

See bold-face text page 160 for population groups.

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# Interview: *Andy Anderson*

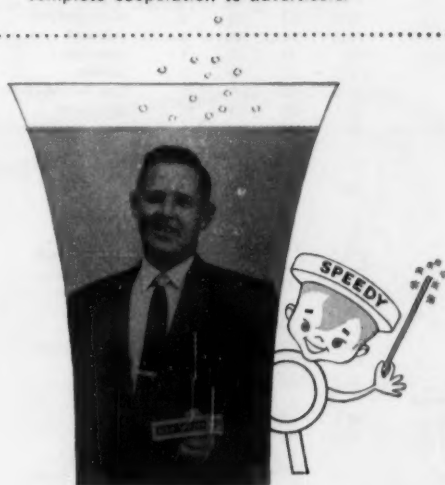
Wade Advertising Media Associate tells why he selects the WLW TV Stations and WLW Radio for Alka Seltzer.



"The Crosley Broadcasting Cooperation — that's what we call it. Because the 6 WLW Stations sure give complete cooperation to advertisers."



"Station salesmen, talent, production, merchandising, promotion — everybody at the WLW Stations give speedy service to speedy Alka Seltzer."



"So, one good answer to your ad broadcast problems is just a WLW Station away."

Call your WLW Stations Representative...you'll be glad you did!



Crosley Broadcasting Corporation a division of **Arco**

# Total Retail Sales Ranking, 703 Cities--(Cont'd)

CITY and STATE	RANK				CITY and STATE	RANK				CITY and STATE	RANK			
	Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State		Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State		Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State
WISCONSIN														
Appleton-Neenah- Menasha	82.0	207	60	4	Kenosha	61.0	311	137	8	Superior	35.9	563	235	18
Beloit	36.1	441	125	14	La Crosse	51.0	293	123	7	Wausau	32.6	478	155	15
Eau Claire	40.5	424	109	12	Madison	122.8	114	56	2	Wausau	32.6	478	155	15
Fond du Lac	32.1	479	156	18	Manitowoc-Two Rivers	44.0	460	124	13	West Allis	69.9	233	97	6
Green Bay	63.4	204	68	3	Milwaukee	785.0	14	14	1					
Janesville	30.2	512	192	17	Oshkosh	46.2	357	61	9	WYOMING				
					Racine	94.4	229	71	5	Casper	35.7	332	44	1
					Sheboygan	48.3	389	67	10	Cheyenne	38.1	399	82	2

# Food Store Sales Ranking, 703 Cities

CITY AND STATE	RANK				CITY AND STATE	RANK				CITY AND STATE	RANK								
	Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State		Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State		Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State					
ALABAMA																			
Anniston	35.2	419	98	9	Fremont	27.4	626	292	69	Vallejo	64.0	352	168	48					
Bessemer	32.4	363	89	7	Fresno	123.7	82	12	8	Ventura	25.9	347	49	48					
Birmingham	366.5	43	16	1	Fullerton	53.0	385	172	52	Whittier	33.7	127	1	17					
Dothan	29.7	609	275	10	Gardena	32.4	290	22	38	COLORADO									
Florence-Sheffield-					Garden Grove	66.6	260	104	35	Aurora	37.3	437	112	5					
Tusculum-Muscle					Glendale	115.8	73	22	9	Boulder	34.5	545	214	7					
Shoals	63.3	315	142	5	Hawthorne	32.3	193	4	25	Colorado Springs	73.9	157	23	2					
Gadsden	79.2	333	152	6	Hayward	61.0	271	114	36	Denver	527.5	21	21	1					
Huntsville	90.2	266	100	4	Huntington Park	29.6	511	180	65	Englewood	34.0	366	60	4					
Mobile-Prichard	219.7	61	11	2	Inglewood	62.8	163	27	21	Grand Junction	25.3	478	148	8					
Montgomery	130.5	132	60	3	Lakewood	61.8	380	169	51	Pueblo	99.5	186	30	3					
Phenix City	27.3	664	349	12	La Mesa	25.4	569	237	66	CONNECTICUT									
Selma	28.4	633	299	11	Long Beach-Lakewood	383.9	32	8	5	Bridgeport	170.7	79	28	2					
Tuscaloosa-Northport	66.9	376	168	8	Los Angeles	2,397.5	3	3	1	Bristol	45.6	560	229	17					
					Lynwood	31.7	219	8	30	East Hartford	39.1	605	272	18					
ALASKA															Greenwich	51.5	434	183	13
Anchorage	33.4	529	197	1	Manhattan Beach	34.5	688	353	73	Hartford	188.7	76	25	1					
					Menlo Park	27.1	481	181	59	Manchester	40.6	466	137	15					
ARIZONA															Meriden-Wallingford	67.5	301	133	8
Mesa	31.0	542	211	3	Modesto	35.2	249	12	34	Middletown	37.2	606	273	19					
Phoenix	241.3	51	5	1	Monrovia	26.0	497	166	61	New Britain	66.8	234	84	7					
Tucson	110.0	74	23	2	Montebello	31.1	360	58	50	New Haven	167.0	90	39	3					
					Monterey Park	33.9	491	161	60										
ARKANSAS																			
El Dorado	26.0	575	243	8	Mountain View	26.5	342	44	44	New London	31.3	354	53	10					
Fort Smith	62.1	323	146	2	National City	33.5	409	89	53	Norwalk	62.6	148	18	6					
Hot Springs	33.2	551	220	4	Oakland	416.1	30	7	4	Norwich	40.6	463	135	14					
Little Rock-North					Oldale	25.0	695	362	74	Stamford	89.0	134	12	5					
Little Rock	192.3	82	31	1	Ontario-Upland	59.6	339	155	41	Stratford	44.9	423	102	12					
Pine Bluff	46.3	366	62	3	Osborne	34.8	474	145	57	Torrington	30.4	529	198	16					
					Palo Alto	46.2	237	10	32	Waterbury	113.7	133	69	4					
					Pasadena	123.0	105	52	11	West Hartford	57.9	353	159	9					
					Pomona	63.1	244	91	33	West Haven	37.8	378	88	11					
CALIFORNIA															DELAWARE				
Alameda	70.9	340	136	42	Redlands	26.7	651	317	70	Wilmington	115.1	89	38	1					
Alhambra	66.8	287	124	37	Redondo Beach	45.7	146	2	19	DIST. OF COLUMBIA									
Altadena Township	63.2	607	192	68	Redwood City	46.6	186	3	24	Washington, D. C.	824.8	12	12	1					
Anaheim	79.1	424	100	54	Richmond	74.4	178	41	23	FLORIDA									
Arcadia	40.3	293	24	40	Riverside	82.3	174	38	22	Clearwater	41.3	285	21	13					
Bakersfield	64.1	122	8	16	Sacramento	171.2	48	3	6	Coral Gables	34.4	262	15	10					
Belvedere Township	48.3	479	149	58	San Bernardino	91.3	116	6	13	Daytona Beach	44.7	394	78	17					
Berkeley	120.9	117	59	14	San Diego	522.6	28	23	3	Fort Lauderdale	91.8	126	10	6					
Beverly Hills	31.1	341	43	43	San Francisco	801.5	11	11	2	Fort Pierce	25.3	469	140	20					
Burbank	93.5	99	2	10	San Jose	180.7	56	7	7	Gainesville	32.9	410	90	18					
					San Leandro	63.7	220	70	31	Hialeah	58.3	310	139	14					
					San Mateo	69.0	194	51	26	Hollywood	37.6	334	40	15					
					Santa Ana	75.3	162	26	20	Jacksonville	235.3	40	2	2					
					Santa Barbara	57.3	210	62	28	Key West	51.1	585	190	21					
					Santa Clara	44.2	503	172	63	Lakeland	43.6	273	17	11					
					Santa Monica	64.5	113	5	12										
					Santa Rosa	33.7	465	136	56										
					South Gate	55.3	291	127	39										
					South San Francisco	38.2	658	324	71										
					Stockton	66.3	144	15	16										
					Sunnyvale	42.1	505	174	64										
					Torrance	99.0	213	65	29										

See bold-face text page 160 for population groups.

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# AN AD CAN BE SO STRONG IT'S WEAK

NOVEMBER 10, 1959

You look over the new ad the boys bring in for OK.

It's a strong ad.

It has *force*.

Boy, that's telling 'em!

You start to put your OK on the ad. You even grin as you think what old Snods, your biggest competitor, will say when he sees this ad...

... "whoa", you say, and you pull back.

Are we advertising to Snods, or to our prospects?

How will this "strong" ad strike the men who have the job of selecting the best product in the field for their particular purposes? Will they, in their search for facts, dismiss this as mere brag?

What do you want *them* to say when they've read your ad:

"It just can't be that good!"

or "That sounds worth looking into—I'll bet it's even better than they say."

The only ad that is really strong is the ad that is believed by the people who count—your good potential customers.

**THE SCHUYLER HOPPER COMPANY**

12 East 41st Street, New York 17, N. Y.



**"Ditch-Digging Advertising"**

**that Sells by Helping People Buy**

\*REG. U. S. PAT. OFF.





Spreading Out Development

FIVE

Canadian  
Press  
Shipping  
Service

Planning

Set Record in '58

Trails Urban Average in U.S.

Weather Forecasts  
Sales Planning

Household Cans  
Allowing Survey

# QUOTABILITY: *a measure of muscle*

Some magazines print news, others make it.

News-makers: **Sales Management's** piercing forecasts on industry overloads; monthly retail sales forecasts, highspotting top-producing cities; estimates of growth in population, sales, income; future sales ratings by industry. Business-page headline stuff in newspapers you read? Probably. Strong testimonial to the fact that business-bright newspaper editors look to **Sales Management** as an authoritative, newsworthy copy source.

Recognition of **Sales Management's** authority is implicit, also, in requests from national advertisers and their agencies for bales of reprints. Sample: "64% of Industrial Calls are on the Wrong Man" has pulled orders for more than 10,000 reprints. "How to Reach Minds and Hearts When You Talk to People" has logged 4,712 reprints. On and on. A company nationally known in the liquor field has just purchased 53,000 reprints of an article at a cost of nearly \$5,000. In 1959, **Sales Management** will have sold more than one-million pages of reprints.

Obviously, **Sales Management** strikes a live nerve, helping the nation's sales-minded executives solve problems of policy, operating procedure, manpower, media & market selection and numerous challenging functions.

As today's sales-minded executive assumes more responsibility for corporate profit and growth, his magazine, **Sales Management**, blazes the trail.

**Sales Management**  
THE MAGAZINE OF MARKETING

230 THIRD AVENUE • NEW YORK 17, NEW YORK

YUon 6-4800

Today's Business  
**New Sales Attitude—  
It's "The Service Sell"**

THE FRANKING  
ECONOMY  
How to Reach  
Minds and Hearts

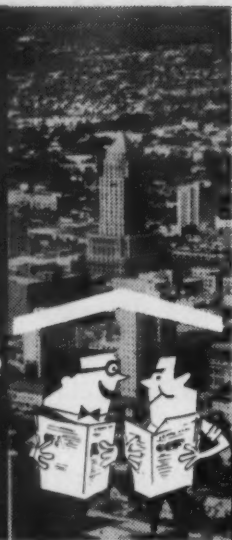
Incident in State

Figures His TV Ad  
Cost \$500 A Seco

Trends in Marketing  
Inventory Crisis Seen  
As Factories Hit Peak



# IT TAKES TWO TO COVER THE NATION'S 14th LARGEST MARKET



- The Standard Metropolitan Area of MIAMI, Florida, (Dade County), is America's Fastest Growing Major Market . . .
- It is the largest in the South.
- Its Retail Sales in the past ten years have increased more in dollars than all but the Nation's seven largest markets. Its occupied dwelling units have increased from 154,462 to 295,800 — or 92%, since 1950.
- A new housing unit has been completed in Metropolitan Miami every 7½ minutes of every working day for the past nine years!
- NO ONE NEWSPAPER in Metropolitan Miami covers this rich market. NO ONE NEWSPAPER has kept pace with its amazing growth. IT TAKES TWO NEWSPAPERS TO ADEQUATELY COVER METROPOLITAN MIAMI.

## IT PAYS TO KNOW MIAMI!

For a copy of the "ON TARGET STORY OF MIAMI METROPOLITAN AREA" — filled with facts — call your nearest SAWYER-FERGUSON WALKER Representative.



## THE MIAMI NEWS

REPRESENTED NATIONALLY BY: SAWYER-FERGUSON-WALKER COMPANY  
NEW YORK • PHILADELPHIA • ATLANTA • CHICAGO • LOS ANGELES • SAN FRANCISCO

## Food Store Sales Ranking, 703 Cities—(Cont'd)

RANK					RANK					RANK				
CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State
Miami	300.3	23	1	1	Bloomington-Normal	47.8	381	70	20	Gary	176.8	81	38	3
Miami Beach	84.9	187	46	9	Carbondale-Herrin					Hammend-East				
North Miami	28.4	690	355	22	Murphysboro	33.1	501	170	28	Chicago	169.4	84	33	4
Orlando	88.3	110	4	5	Champaign-Urbana	78.6	287	110	15	Indianapolis	463.2	26	4	1
Panama City	33.9	438	119	19	Chicago	3,861.1	2	2	1	Kokomo	46.8	436	111	13
Pensacola	53.2	167	31	8	Chicago Heights	30.8	613	278	35	Lafayette-West				
St. Petersburg	173.2	87	36	4	Cicero	86.3	239	86	11	Lafayette	83.2	336	154	10
Sarasota	36.7	281	19	12	Danville	41.4	367	61	18	Marion	35.7	468	158	15
Tallahassee	48.9	377	67	16	Decatur	77.1	176	39	9	Michigan City	32.4	445	119	14
Tampa	264.5	47	19	3	Des Plaines	32.0	521	190	30	Muncie	66.3	225	78	7
West Palm Beach	62.2	164	28	7	East St. Louis	89.5	145	19	5	New Albany	38.1	493	162	16
GEORGIA					Elgin	48.7	356	57	17	Richmond	45.0	420	98	12
Albany	47.1	418	97	7	Elmhurst	37.8	387	73	21	South Bend				
Athens	37.0	876	244	9	Evanston	76.8	240	87	12	Minneapolis	167.7	50	29	2
Atlanta	510.0	22	22	1	Freeport	25.7	690	266	34	Terre Haute	73.2	258	103	8
Augusta	101.2	131	67	3	Galesburg	35.7	498	164	27	IOWA				
Brunswick	26.5	837	303	12	Granite City	38.2	448	122	24	Ames	29.8	554	252	12
Columbus	129.6	161	82	5	Harvey	25.5	483	153	26	Burlington	36.0	507	176	9
Decatur	26.9	321	34	6	Joliet	61.3	154	22	7	Cedar Rapids	86.2	208	80	4
East Point	38.3	621	287	11	Kankakee	28.8	379	69	19	Clinton	35.1	490	160	8
La Grange	27.8	638	304	13	La Salle-Peru-Oglethorpe	26.9	630	296	36	Council Bluffs	52.5	449	185	7
Macon	87.1	189	24	4	Maywood	29.4	648	314	37	Davenport	91.5	195	52	3
Marietta	44.3	459	131	8	Moline-East Moline					Des Moines	212.2	67	17	1
Rome	38.4	594	292	10	Rock Island	106.8	114	87	3	Dubuque	59.6	329	161	6
Savannah	139.8	111	65	2	Oak Park	60.3	300	132	16	Fort Dodge	27.7	560	219	11
Valdosta	33.7	675	341	14	Park Forest	29.9	702	308	38	Iowa City	34.3	618	284	14
HAWAII					Park Ridge	26.4	582	290	33	Mason City	38.1	587	255	13
Hilo	28.4	604	271	2	Pekin	26.8	570	236	32	Ottumwa	38.1	548	217	10
Honolulu	328.3	82	21	1	Peoria	119.6	118	60	4	Sioux City	95.9	192	80	2
IDAHO					Quincy	45.3	432	108	23	Waterloo	89.8	255	106	5
Boise	34.2	292	23	1	Rockford	120.1	108	54	2	KANSAS				
Idaho Falls	28.5	547	216	3	Skokie	54.8	477	189	25	Hutchinson	37.5	486	167	4
Pocatello	28.6	539	199	2	Springfield	89.2	147	17	6	Kansas City	131.2	130	66	2
ILLINOIS					Sterling-Rock Falls	27.4	554	223	31	Salina	36.2	614	163	5
Alton-Wood River					Waukegan	82.4	281	105	14	Topeka	112.6	180	85	3
East Alton	57.0	242	89	13	Wilmette	25.5	510	179	29	Wichita	253.1	53	22	1
Aurora	58.2	217	65	10	INDIANA					KENTUCKY				
Belleville	39.5	395	79	22	Anderson	51.0	298	111	9	Ashland	34.5	487	157	7
Berwyn	53.0	173	37	8	Bloomington	40.7	532	201	17	Bowling Green	30.1	663	329	8
					Elkhart	39.3	374	65	11	Covington	70.1	221	71	2
					Evansville	130.8	102	48	5					
					Fort Wayne	152.5	120	61	6					

See bold-face text page 160 for population groups.

© SM, 1959.





## WFBM-TV more than doubles your Indianapolis potential

**for every 10 TV homes in the  
Indianapolis Trading Area . . . there  
are 13 in its Satellite Markets.**

Think of this rich Mid-Indiana area in these terms and you will come up with some surprising ideas about television and *your* market. Here's the place to test "regional umbrella coverage" . . . get real penetration and impact at low cost. Why?

Where else will you find satellite markets that are

15% richer and 30% bigger than the Metropolitan Trading Zone itself? Where else do you find such a widespread area covered from *one* central point . . . and by just *one* station with no overlapping basic affiliates of the same network?

WFBM-TV dominates Mid-Indiana, because it is the only basic NBC outlet penetrating this market. Nielsen Coverage Study #3 confirms these facts . . . and we're proud of our ARB.

Represented Nationally by the KATZ Agency

*only basic NBC coverage of America's  
13th TV Market—760,000 TV homes.*



**INDIANAPOLIS**—Major retail area for 18 richer-than-average counties, 1,000,000 population—350,800 families with 90% television ownership!



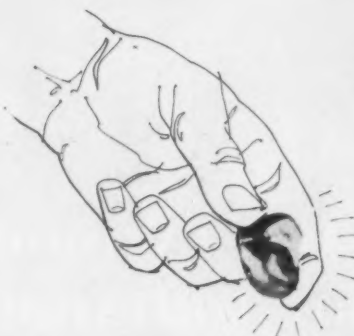
**11 SATELLITES**—Each market within WFBM-TV's verified coverage . . . Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.



OUR 10TH  
ANNIVERSARY

# Food Store Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	RANK				CITY and STATE	RANK				CITY and STATE	RANK			
	Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State		Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State		Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State
Frankfort.....	25.3	687	333	9	MICHIGAN					Dearborn.....	125.0	93	42	4
Lexington.....	64.9	241	88	3	Adrian.....	25.8	619	285	31	Detroit.....	1,951.8	5	5	1
Louisville.....	417.1	33	9	1	Allen Park.....	37.1	506	175	25	East Detroit.....	44.3	358	81	21
Newport.....	33.2	460	132	5	Ann Arbor.....	51.5	318	145	18	East Lansing.....	28.7	689	354	32
Owensboro.....	50.4	392	174	4	Battle Creek.....	53.5	226	76	12	Ferndale.....	33.1	961	230	29
Paducah.....	47.6	482	192	6	Bay City.....	57.6	290	131	15	Flint.....	199.1	57	8	2
LOUISIANA					Benton Harbor-St. Joseph.....	35.7	338	42	20	Garden City.....	33.8	701	365	34
Alexandria-Pineville..	55.4	369	100	5	Birmingham.....	25.4	311	30	16	Grand Rapids.....	180.9	60	10	3
Baton Rouge.....	166.1	91	40	2										
Bossier City.....	28.0	659	325	8										
Lafayette.....	49.9	484	154	7										
Lake Charles.....	70.7	385	164	6										
Monroe-West Monroe..	66.8	278	116	4										
New Iberia.....	26.5	682	347	9										
New Orleans.....	660.1	36	26	1										
Shreveport.....	187.9	97	45	3										
MAINE														
Bangor.....	38.6	390	76	3										
Lewiston-Auburn.....	70.1	256	101	2										
Portland.....	61.0	197	83	1										
South Portland.....	28.9	656	322	4										
MARYLAND														
Annapolis.....	29.3	404	85	5										
Baltimore.....	965.2	9	9	1										
Bethesda.....	78.1	229	79	2										
Cumberland.....	38.7	349	80	4										
Hagerstown.....	39.8	305	29	3										
MASSACHUSETTS														
Arlington.....	49.3	520	189	26										
Attleboro.....	25.6	653	319	37										
Belmont.....	29.6	562	231	31										
Beverly.....	33.2	531	200	29										
Boston.....	748.2	7	7	1										
Braintree.....	30.0	680	346	43										
Brockton.....	62.8	253	96	14										
Brookline.....	64.6	246	83	13										
Cambridge.....	123.1	88	37	4										
Chelsea.....	35.4	504	173	26										
Chicago.....	56.2	464	187	23										
Everett.....	44.5	585	253	32										
Fall River.....	107.0	189	87	9										
Fitchburg.....	43.7	393	77	21										
Framingham.....	34.1	508	177	27										
Hingham.....	28.6	642	308	36										
Haverhill.....	46.0	467	158	24										
Holyoke.....	64.2	295	129	16										
Lawrence.....	72.9	199	84	11										
Lynn.....	25.2	622	288	34										
Lynn.....	94.5	191	49	10										
Malden.....	99.0	153	21	7										
Malden.....	60.1	335	153	19										
Mattborough-Hudson..	26.4	654	320	38										
Medford.....	67.4	209	61	12										
Melrose.....	30.1	610	276	33										
Methuen.....	26.9	672	338	41										
Natick.....	28.7	679	345	42										
New Bedford.....	107.5	141	74	6										
Newton.....	90.1	124	9	5										
Northampton.....	31.1	635	301	35										
Peabody.....	29.2	657	352	44										
Pittsfield.....	56.9	283	122	17										
Quincy.....	85.7	172	36	8										
Revere.....	41.3	472	143	25										
Salmon.....	41.6	399	80	22										
Somerville.....	94.9	254	99	15										
Springfield.....	168.6	78	27	3										
Taunton.....	42.1	543	212	30										
Waltham.....	53.7	373	167	20										
Watertown.....	39.9	274	18	16										
Weymouth.....	49.2	671	337	40										
Woburn.....	28.1	637	323	39										
Worcester.....	209.3	64	14	2										



## how to start a gold rush

Pan a nugget. Pan another and another and another. Then you'll start a gold rush . . . a continuity of nuggets. You need continuity for successful advertising, too. It's particularly effective with newspapers. Newspapers go into the same homes day after day, week after week. To tell, to sell, to keep sold. Because we believe so strongly in the value of continuity in advertising, we have pioneered a new frequency-volume discount plan to encourage advertisers to take advantage of the impact of continuity. It offers discounts with no increase in existing rates. The Continuity-Impact-Discount plan makes possible the most effective use of newspapers.

Let your Branham representative show you how C-I-D will get increased advertising impact for you in the Louisville market.

**The Courier-Journal**  
**THE LOUISVILLE TIMES**

A  
Specialized  
VERTICAL  
PUBLICATION



With a HORIZONTAL COVERAGE

read by over **50,000** Counter, Fast Food and Fountain Restaurants

**NO MATTER WHAT YOU CALL THEM** — fountain restaurants, counter restaurants, luncheonettes, coffee shops, industrial cafeterias, diners, sandwich shops, drive-ins, etc.

**NO MATTER WHERE YOU FIND THEM** — in drug stores, variety stores, department stores, confectionery stores, airports, railroad stations, bus terminals, etc.

**ON MAIN STREET OR MAIN HIGHWAY OR IN INDUSTRY** — they all have one thing in common —

### **FAST SERVICE**

When you specify Fast Food for an advertising schedule, it's an assurance of a market well covered vertically and horizontally.

### **A BILL BROTHERS PUBLICATION**



630 Third Avenue

Editorial and Executive Offices

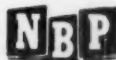
New York 17, N. Y.

YUkon 6-4800

Mid-Western Office: 333 N. Michigan Ave., Chicago 1, Ill., State 2-1266

Pacific Coast Representative:

The Richard Railton Co., Monadnock Bldg., San Francisco 5, Calif., Sutter 1-1060

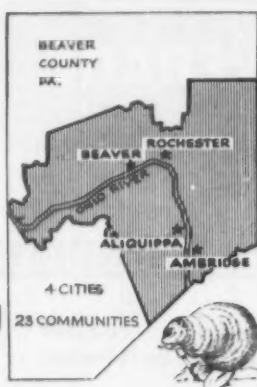


*It's 2 to 1...*

In fast-service eating places, twice-the-turnover-per-seat means more meals... more sales... more profits.

# Food Store Sales Ranking, 703 Cities--(Cont'd)

RANK					RANK					RANK				
CITY and STATE	Population (thous.)	Among U. S. Cities	In Popu- lation Group	Among Cities in State	CITY and STATE	Population (thous.)	Among U. S. Cities	In Popu- lation Group	Among Cities in State	CITY and STATE	Population (thous.)	Among U. S. Cities	In Popu- lation Group	Among Cities in State
Hamtramck.....	39.4	882	250	38	Midland.....	25.9	538	207	27	Belleville.....	35.5	586	254	32
Hazel Park.....	28.1	527	196	26	Monroe.....	25.8	555	224	28	Bloomfield.....	53.5	363	183	18
Highland Park.....	44.2	440	115	24	Muskegon.....	51.1	224	74	11	Camden.....	131.9	125	64	6
Inkster.....	35.9	691	356	33	Pontiac.....	85.3	180	25	7	East Orange.....	55.2	251	98	10
Jackson.....	54.5	231	81	13	Port Huron.....	38.2	314	31	17	Elizabeth.....	115.5	135	70	7
Kalamazoo.....	88.9	137	13	6	Roseville.....	38.5	439	114	23	Englewood.....	25.7	535	204	29
Lansing.....	126.8	115	58	5	Royal Oak.....	74.8	201	58	9	Fair Lawn.....	35.0	357	56	16
Lincoln Park.....	61.1	215	88	19	Saginaw.....	103.8	175	83	8	Garfield.....	30.4	685	350	39
Livonia.....	50.7	382	162	22	St. Clair Shore.....	72.3	324	147	19	Hackensack.....	32.9	327	36	14
					Wyandotte.....	42.5	238	11	14	Hoboken.....	51.7	396	175	22



**YOU  
GET**

and will keep getting

**EXTRA  
BUY POWER**

in

**BEAVER VALLEY**

This is no average metropolitan area but a growing, thriving community covering 2/3rds of the County . . . that is 1-10 points ahead in almost every sales category, over the number of households\* . . . it literally is Pennsylvania's third largest industrial market, now. Future potential even greater.

How to reach it? Through the only ABC papers in the County:

- Beaver Valley Times
- Aliquippa Times
- Ambridge Times

A one-unit buy with 30,000 plus circulation.

\* Sales Management Market figures for 1960 (even Stephen is average)

**THE BEAVER NEWSPAPERS INC.**

Get into Beaver Valley!

Call Bottinelli-Kimball, Inc., today!

## MINNESOTA

Austin.....	27.4	961	327	7
Duluth.....	116.2	143	78	3
Mankato-North Mankato.....	26.8	578	246	6
Minneapolis.....	557.1	20	20	1
Richfield.....	48.9	456	125	4
Rochester.....	36.0	557	228	5
St. Cloud.....	31.5	662	325	8
St. Louis Park.....	47.2	673	339	9
St. Paul.....	342.8	39	12	2
Winona.....	27.5	663	348	10

## MISSISSIPPI

Biloxi-Gulfport.....	87.9	297	124	2
Columbus.....	28.0	603	358	9
Greenville.....	38.0	552	221	4
Hattiesburg.....	34.7	624	290	6
Jackson.....	125.6	156	80	1
Laurel.....	30.7	676	342	8
Meridian.....	51.2	427	182	3
Natchez.....	30.1	666	332	7
Vicksburg.....	32.8	572	240	5

## MISSOURI

Columbia.....	46.1	588	256	11
Independence.....	57.1	382	170	5
Jefferson City.....	32.5	583	251	10
Joplin.....	42.6	435	110	7
Kansas City.....	520.2	35	25	2
Kirkwood.....	29.4	533	202	9
St. Joseph.....	91.5	277	117	4
St. Louis.....	673.2	14	14	1
Sedalia.....	26.8	678	336	12
Springfield.....	162.2	205	90	3
University City.....	57.1	402	177	6
Webster Groves.....	29.0	526	195	8

## MONTANA

Billings.....	42.8	330	37	2
Butte-Anaconda.....	53.9	298	111	1
Great Falls.....	52.6	348	157	3
Helena.....	26.3	639	305	5
Missoula.....	27.5	591	239	4

## NEBRASKA

Grand Island.....	26.5	527	283	3
Hastings.....	25.4	641	307	4
Lincoln.....	129.5	182	88	2
Omaha.....	302.5	50	26	1

## NEVADA

Las Vegas.....	55.0	151	20	1
Reno.....	53.9	302	134	2

## NEW HAMPSHIRE

Concord.....	28.1	606	274	3
Manchester.....	85.0	177	40	1
Nashua.....	36.2	412	92	2

## NEW JERSEY

Atlantic City.....	62.5	233	83	9
Bayonne.....	80.0	278	118	12

## NEW MEXICO

Albuquerque.....	195.0	72	21	1
Carlsbad.....	29.6	617	283	5
Clovis.....	26.5	694	359	6
Hebbes.....	29.0	524	193	2
Roswell.....	38.5	564	233	3
Santa Fe.....	35.0	571	239	4

## NEW YORK

Albany.....	144.1	83	32	8
Amsterdam.....	32.3	579	247	30
Auburn.....	37.6	429	105	24
Binghamton.....	62.9	183	43	15
Buffalo.....	602.5	18	18	3
Dunkirk-Fredonia.....	26.7	580	248	31
Elmira.....	55.0	282	121	20
Glensville- Johnstown.....	35.5	512	181	29
Hempstead Township.....	748.4	8	8	2
Ithaca.....	29.5	546	215	29
Jamestown.....	42.4	337	41	21
Kingston.....	30.9	480	150	27
Lackawanna.....	29.3	401	83	22
Lockport.....	26.2	475	146	26
Long Beach.....	28.1	598	286	32
Mount Vernon.....	78.3	212	84	16
New Rochelle.....	75.3	230	80	18
New York City.....	7,771.3	1	1	1
Newburgh-Beacon.....	47.6	214	7	17
Niagara Falls.....	103.3	140	73	13
North Hempstead Township.....	221.4	34	1	5
North Tonawanda- Tonawanda.....	53.7	264	107	19
Olean.....	25.9	620	286	33
Oyster Bay Township.....	257.3	109	26	10
Poughkeepsie.....	346.1	27	5	4

See bold-face text page 160 for population groups.

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SALES MANAGEMENT



# Food Store Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	RANK				CITY and STATE	RANK				CITY and STATE	RANK			
	Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State		Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State		Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State
Rome.....	49.5	428	104	23	Toledo.....	377.7	48	18	6	Cheltenham Township.....	36.8	699	363	39
Schenectady.....	97.5	106	3	9	Warren.....	68.9	228	78	11	Chester.....	71.8	128	11	6
Syracuse.....	214.0	84	8	6	Youngstown.....	184.5	85	15	7	Easton-Wilson- Phillipsburg.....	64.3	223	73	12
Troy.....	78.5	181	42	14	Zanesville.....	44.8	375	66	22	Easton.....	35.7	287	26	19
Utica.....	106.6	138	72	11	OKLAHOMA					Erie.....	148.5	86	46	3
Watertown.....	36.9	461	133	25	Ardmore.....	29.3	611	277	6	Greensburg-South Greensburg-South- west Greensburg.....	26.9	454	126	28
White Plains.....	51.1	139	14	12	Barilleville.....	29.7	605	331	10	Harrisburg.....	92.2	130	19	8
Yonkers.....	184.5	79	19	7	Enid.....	43.2	264	20	3	Haverford Township.....	52.4	661	193	37
NORTH CAROLINA					Lawton.....	57.5	441	184	5	Hazleton.....	34.7	409	159	36
Asheville.....	58.1	243	90	5	Midwest City.....	31.0	688	334	11	Homestead-West Homestead-Munhall.....	31.2	320	33	22
Burlington.....	32.0	519	188	13	Muskogee.....	41.1	426	103	4	Johnstown.....	65.0	211	63	11
Charlotte.....	188.5	95	43	1	Norman.....	39.2	616	292	7	Lancaster.....	65.7	198	47	19
Durham.....	87.9	246	96	8	Oklaoma City.....	299.5	45	17	1	Lebanon.....	34.0	458	130	29
Fayetteville.....	48.6	433	109	10	Ponca City.....	25.6	645	311	9	Levittown.....	72.0	316	143	21
Gastonia.....	36.2	414	93	9	Shawnee.....	26.4	634	300	8	Lower Merion Township.....	60.0	326	149	23
Goldensboro.....	28.5	632	318	16	Stillwater.....	25.4	674	340	12	McKeesport.....	48.7	238	9	16
Greensboro.....	121.9	129	66	2	Tulsa.....	265.5	53	24	2	Mt. Lebanon Township.....	35.4	553	222	32
High Point.....	47.5	322	35	7	OREGON					New Castle.....	60.9	306	136	20
Kannapolis.....	31.5	486	165	12	Eugene-Springfield.....	61.9	207	59	2	New Kensington.....	38.2	446	129	27
Kinston.....	27.7	689	335	17	Portland.....	414.1	25	3	1	Horristown.....	40.0	272	18	17
Raleigh.....	86.1	218	69	4	Salem.....	47.5	355	94	3	Oil City-Franklin.....	36.5	500	169	31
Rocky Mount.....	34.0	603	279	14	PENNSYLVANIA					Philadelphia.....	2,207.2	4	4	1
Salisbury-Spencer- East Spencer.....	28.9	479	147	11	Abington Township.....	53.4	696	194	38	Pittsburgh.....	606.5	16	16	2
Wilmington.....	84.8	353	171	6	Alliquippa-Rochester.....	43.5	296	25	18	Pettstown.....	25.8	597	266	35
Wilson.....	30.0	649	315	15	Allentown.....	113.7	112	56	3	Reading.....	113.5	107	53	4
Winston-Salem.....	114.0	138	71	3	Altoona.....	75.8	232	82	14	Scranton.....	128.0	142	75	7
NORTH DAKOTA					Beaver Falls-New Brighton.....	31.3	568	236	34					
Bismarck-Mandan.....	37.0	559	227	3										
Fargo.....	47.4	451	123	1										
Grand Forks-East Grand Forks.....	42.6	522	191	2										
Minot.....	26.5	643	308	4										
OHIO														
Akron.....	309.5	44	16	5										
Alliance.....	32.8	537	206	39										
Ashtabula.....	26.0	466	156	35										
Barberton.....	34.2	406	86	26										
Canton.....	125.7	103	50	9										
Chillicothe.....	26.8	525	194	38										
Cincinnati.....	554.5	19	19	2										
Cleveland.....	962.5	6	6	1										
Cleveland Heights.....	62.7	399	165	21										
Columbus.....	468.0	24	2	3										
Cuyahoga Falls.....	43.9	257	14	15										
Dayton.....	287.1	41	13	4										
East Cleveland.....	41.1	636	302	42										
East Liverpool.....	26.6	544	213	40										
Elyria.....	40.2	473	144	33										
Euclid.....	85.1	312	140	18										
Findlay.....	28.9	506	264	41										
Garfield Heights.....	35.4	697	361	43										
Hamilton.....	70.0	232	97	14										
Lakewood.....	70.0	269	126	17										
Lancaster.....	31.5	609	179	36										
Lima.....	55.9	280	120	16										
Lorain.....	59.0	247	94	12										
Mansfield.....	52.6	186	32	10										
Maple Heights.....	27.7	421	100	28										
Marion.....	37.5	465	158	34										
Martins Ferry-Bellaire	25.9	487	129	30										
Massillon.....	36.3	415	94	27										
Middletown.....	45.6	411	91	26										
Newark.....	40.5	332	39	19										
Norwood.....	37.0	468	139	31										
Parma.....	69.6	391	173	24										
Portsmouth.....	42.9	452	124	29										
Wavenna-Kent.....	26.9	344	48	20										
Sandusky.....	33.7	470	141	32										
Shaker Heights.....	36.7	388	74	23										
South Euclid.....	27.5	515	184	37										
Springfield.....	66.1	165	29	9										
Staubenville.....	36.5	250	13	13										

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NOVEMBER 10, 1959

## POST CLEVELAND CINCINNATI - TOLEDO AND SEE YOUR SALES INCREASE

*The most exciting colorful and  
effective advertising medium*



*in the* **NATION**

**COSTS** **18¢** **PER**  
**LESS THAN** **THOUSAND**

**Central**  
*a Packer Enterprise*

*Cleveland, Cincinnati, Toledo, Elyria,  
Lorain, Fremont, Sandusky & Ashtabula*

Executive offices 4600 Carnegie Ave., Cleveland, Ohio

# Food Store Sales Ranking, 703 Cities—(Cont'd)

RANK					RANK					RANK				
CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State
Sharon-Farrell	46.4	406	82	25	Corpus Christi	175.1	86	35	8	Richmond	242.0	49	4	2
State College-Bellefonte	28.7	625	291	36	Dallas	686.6	16	16	2	Roanoke	104.6	196	88	8
Upper Darby Township	94.1	170	34	9	Denison	25.5	650	316	35	Staunton	25.2	688	351	11
Washington	28.0	399	81	24	Denton	30.0	604	330	38	WASHINGTON				
West Milford	27.5	703	367	40	El Paso	263.0	89	25	5	Bellingham	36.9	614	280	9
Wilkes-Barre	73.9	227	77	13	Fort Worth	399.0	37	10	4	Bremerton	29.1	574	242	8
Wilkesburg	31.2	599	226	33	Galveston	73.5	367	137	21	Everett	35.1	343	45	6
Williamsport	48.2	407	87	26	Garland	31.8	615	281	32	Pasco-Kennewick				
York	63.6	245	92	16	Grand Prairie	36.0	549	218	28	Richland	51.9	279	119	4
RHODE ISLAND					Houston	922.0	10	10	1	Seattle	568.8	17	17	1
Cranston	62.1	450	186	6	Irving	42.5	655	321	36	Spokane	191.2	68	18	2
East Providence	46.0	331	38	4	Laredo	66.7	492	189	25	Tacoma	159.5	77	26	3
Newport	44.0	628	294	7	Longview	41.2	573	241	30	Vancouver	42.1	444	118	7
Pawtucket-Central Falls	106.7	204	89	2	Lubbock	145.1	149	77	9	Walla Walla	25.8	628	294	10
Providence	230.4	71	20	1	Marshall	29.4	699	325	37	Yakima	47.0	319	32	5
Warwick	58.5	371	166	5	Midland	55.3	275	115	17	WEST VIRGINIA				
Woonsocket	51.3	368	138	3	Odessa	77.4	218	87	14	Bluefield (W. Va.)				
SOUTH CAROLINA					Orange	31.4	502	171	26	Bluefield (Va.)	26.9	599	267	8
Charleston	71.8	200	86	3	Pasadena	59.0	263	106	16	Charleston-South				
Columbia	111.1	155	79	1	Port Arthur	65.0	202	87	13	Charleston	118.3	92	41	1
Florence	28.6	631	297	6	San Antonio	68.6	266	123	18	Clarksburg	33.2	422	161	5
Greenville	70.0	185	45	2	Sherman	26.1	644	310	34	Fairmont	30.5	462	134	6
Rock Hill	30.3	640	306	7	Temple	34.6	549	257	31	Huntington	93.0	169	33	2
Spartanburg	41.2	462	84	4	Texarkana (Tex.)					Morgantown	30.0	534	293	7
Sumter	25.0	593	261	5	Texarkana (Ark.)	51.4	425	181	23	Parkersburg	60.0	317	144	4
SOUTH DAKOTA					Texas City	33.0	623	289	33	Weirton	33.2	696	360	9
Rapid City	41.6	456	127	2	Tyler	58.6	313	141	22	Wheeling	65.1	294	128	3
Sioux Falls	66.0	303	135	1	University Park	30.2	678	344	39	WISCONSIN				
TENNESSEE					Victoria	40.0	471	142	24	Appleton-Neenah				
Chattanooga	150.1	85	34	3	Waco	106.2	158	81	11	Menasha	82.0	206	58	6
Jackson	37.5	538	207	8	Wichita Falls	97.3	238	102	15	Beloit	36.1	517	186	14
Johnson City	28.1	540	208	6	UTAH					Eau Claire	40.5	541	210	16
Knoxville	132.0	101	46	4	Ogden	69.5	236	85	2	Fond du Lac	32.1	523	192	15
Memphis	493.9	29	6	1	Provo	41.0	647	313	3	Green Bay	63.4	190	48	5
Nashville	184.9	63	13	2	Salt Lake City	228.5	59	9	1	Janesville	30.2	566	234	18
Oak Ridge	28.3	577	245	7	VERMONT					Kenosha	61.0	266	109	7
TEXAS					Burlington	37.1	494	163	1	La Crosse	51.0	328	150	9
Abilene	70.1	288	130	19	VIRGINIA					Madison	122.8	121	62	2
Amarillo	129.5	162	76	10	Alexandria	90.1	94	1	3	Manitowoc-Two Rivers	44.0	431	167	12
Austin	195.2	104	51	7	Bristol (Tenn.)					Milwaukee	765.0	13	13	1
Baytown	28.9	304	27	20	Bristol (Va.)	35.9	516	185	10	Oshkosh	46.2	408	88	11
Beaumont	123.1	123	63	8	Charlottesville	30.5	442	116	9	Racine	84.4	184	44	4
Bellaire	26.6	692	357	40	Danville	60.3	405	178	9	Sheboygan	48.3	386	72	10
Big Spring	29.5	556	225	29	Lynchburg	53.3	397	178	7	Superior	35.9	513	182	13
Brownsville-Harlingen					Newport News					Wausau	32.6	563	232	17
McAllen	115.1	179	84	12	Hampton-Warwick	190.1	100	47	4	Wauwatosa	58.5	335	148	8
Bryan	29.6	536	205	27	Norfolk-Portsmouth-South Norfolk	420.7	42	14	1	West Allis	69.9	171	35	3
					Petersburg-Hopewell-Colonial Heights	66.6	222	72	6	WYOMING				
										Casper	35.7	372	64	1
										Cheyenne	38.1	447	121	2

# General Merchandise Store Sales Ranking, 703 Cities

RANK					RANK					RANK				
CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State
ALABAMA					Tusculum-Muscle Shoals	63.3	325	125	6	Phoenix City	27.3	700	366	12
Anniston	35.2	363	77	7	Gadsden	70.2	306	119	5	Selma	23.4	528	217	11
Bessemer	32.4	444	144	10	Huntsville	60.2	274	108	4	Tuscaloosa-Northport	68.5	411	150	8
Birmingham	366.5	45	17	1	Mobile-Prichard	219.7	94	38	2	ALASKA				
Dothan	29.7	433	137	9	Montgomery	130.8	126	56	3	Anchorage	33.4	383	98	1
Florence-Sheffield														

See bold-face text page 160 for population groups.

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# General Merchandise Store Sales Ranking, 703 Cities—(Cont'd)

RANK					RANK					RANK					
CITY AND STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY AND STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY AND STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	
ARIZONA					COLORADO					HAWAII					
Mesa.....	31.0	532	221	3	Santa Ana.....	75.3	110	18	14	Athens.....	37.0	471	169	8	
Phoenix.....	241.3	64	17	1	Santa Barbara.....	57.3	406	148	38	Atlanta.....	510.0	10	10	1	
Tucson.....	110.0	121	55	2	Santa Clara.....	44.2	649	321	83	Augusta.....	101.2	145	67	3	
ARKANSAS					Santa Monica.....	64.5	167	36	19	Brunswick.....	26.5	601	289	13	
El Dorado.....	26.0	512	202	3	Santa Rosa.....	33.7	200	12	21	Columbus.....	129.6	155	72	5	
Fort Smith.....	62.1	273	105	2	South Gate.....	55.3	525	189	46	Decatur.....	26.9	423	133	6	
Hot Springs.....	33.2	516	206	4	South San Francisco.....	39.2	960	326	67	East Point.....	35.3	650	322	14	
Little Rock-North					Stockton.....	86.3	170	38	20	La Grange.....	27.8	577	260	12	
Little Rock.....	192.3	76	25	1	Sunnyvale.....	42.1	631	307	57	Macen.....	87.1	149	26	4	
Pine Bluff.....	46.3	538	226	5	Torrance.....	96.0	484	164	42	Marietta.....	44.3	535	223	9	
CALIFORNIA					Vallejo.....	64.0	366	140	34	Rome.....	38.4	560	247	10	
Alameda.....	70.9	603	180	31	Ventura.....	25.9	323	99	31	Savannah.....	139.8	143	66	2	
Alhambra.....	56.8	302	117	29	Whittier.....	33.7	345	70	32	Valdosta.....	33.7	573	256	11	
Altadena Township.....	53.2	646	166	62	HAWAII										
Anaheim.....	79.1	427	154	39	Aurora.....	37.3	428	132	8	Hilo.....	28.4	564	266	2	
Arcadia.....	40.3	507	197	45	Boulder.....	34.5	602	291	7	Honolulu.....	326.3	71	24	1	
Bakersfield.....	54.1	96	5	10	Colorado Springs.....	73.9	226	74	2	IDAHO					
Belvedere Township.....	48.3	578	261	50	Denver.....	527.5	21	20	1	Boise.....	34.2	182	9	1	
Berkeley.....	120.9	265	87	26	Englewood.....	34.0	498	190	8	Idaho Falls.....	26.6	393	107	2	
Beverly Hills.....	31.1	144	3	18	Grand Junction.....	25.3	395	109	4	Pocatello.....	25.8	449	149	3	
Burbank.....	93.8	291	116	28	Pueblo.....	98.5	246	99	3	ILLINOIS					
Chula Vista.....	37.6	621	298	54	CONNECTICUT										
Compton.....	72.8	92	4	9	Bridgeport.....	170.7	89	35	2	Alton-Woods River					
Concord.....	29.1	645	319	60	Bristol.....	45.6	615	292	15	East Alton.....	57.0	336	132	20	
Costa Mesa.....	27.6	895	361	74	East Hartford.....	39.1	694	360	19	Aurora.....	56.2	106	49	14	
Culver City.....	35.1	389	104	35	Greenwich.....	51.5	664	191	17	Belleville.....	29.5	401	113	23	
Daly City.....	35.1	689	354	71	Hartford.....	188.7	42	2	1	Berwyn.....	53.0	385	139	22	
East Bakersfield.....	60.6	658	190	65	Manchester.....	40.6	489	183	12	Bloomington-Normal.....	47.6	306	48	18	
El Cajon.....	29.2	501	193	43	Meriden-Wallingford.....	67.5	324	124	7	Carbondale-Herrin					
Eureka.....	30.1	313	52	30	Middletown.....	37.2	384	99	10	Murphysboro.....	33.1	564	250	31	
Fremont.....	27.4	678	344	70	New Britain.....	86.6	388	141	9	Champaign-Urbana.....	78.6	173	40	10	
Fresno.....	123.7	102	44	12	New Haven.....	167.0	107	40	3	Chicago.....	3,851.1	2	2	1	
Fullerton.....	53.0	632	183	58	New London.....	31.3	341	67	8	Chicago Heights.....	30.5	418	126	24	
Gardena.....	32.4	638	313	59	Norwalk.....	62.8	410	149	11	Cicero.....	66.3	590	178	34	
Garden Grove.....	66.6	647	185	61	Norwich.....	40.6	311	50	6	Danville.....	41.4	256	26	16	
Glendale.....	115.8	136	64	18	Stamford.....	89.0	153	28	4	Decatur.....	77.1	160	33	6	
Hawthorne.....	32.3	629	305	56	Stratford.....	44.9	689	356	18	Des Plaines.....	32.0	546	233	30	
Hayward.....	61.0	380	145	36	Torrington.....	30.4	511	201	13	East St. Louis.....	89.5	254	93	15	
Huntington Park.....	29.6	290	36	27	Waterbury.....	113.7	222	85	5	Elgin.....	48.7	176	8	11	
Inglewood.....	62.8	101	7	11	West Hartford.....	57.9	652	188	16	Elmhurst.....	37.8	522	212	28	
Lakewood.....	61.6	127	18	15	West Haven.....	37.8	534	222	14	Evansville.....	75.8	114	12	3	
La Mesa.....	25.4	854	323	84	DELAWARE										
Long Beach-Lakewood.....	383.9	33	9	4	Wilmington.....	115.1	77	26	1	Freeport.....	25.7	440	142	25	
Los Angeles.....	2,387.5	3	3	1	DIST. OF COLUMBIA										
Lynwood.....	31.7	672	339	69	Washington, D. C.....	624.8	17	17	1	Galesburg.....	35.7	351	75	21	
Manhattan Beach.....	34.5	691	357	72	FLORIDA										
Menlo Park.....	27.1	661	329	68	Clearwater.....	41.3	424	131	12	Granite City.....	38.2	575	256	32	
Modesto.....	35.2	243	20	23	Coral Gables.....	34.4	562	248	17	Harvey.....	25.5	576	250	33	
Monrovia.....	26.0	502	194	44	Daytona Beach.....	44.7	300	44	10	Joliet.....	61.3	165	38	7	
Montebello.....	31.1	613	290	53	Fort Lauderdale.....	91.8	150	27	6	Kankakee.....	25.6	318	54	19	
Monterey Park.....	33.9	559	327	66	Fort Pierce.....	25.3	597	278	21	La Salle-Peru-Ogleby	26.9	609	279	35	
Mountain View.....	26.5	606	289	52	Gainesville.....	32.9	579	262	19	Maywood.....	29.4	606	362	38	
National City.....	33.5	624	300	55	Hialeah.....	58.3	568	173	18	Moline-East Moline					
Oakland.....	416.1	30	7	3	Hollywood.....	37.6	519	209	15	Rock Island.....	109.8	171	76	9	
Oakdale.....	25.0	693	359	73	Jacksonville.....	235.3	59	14	3	Oak Park.....	60.3	181	45	13	
Ontario-Upland.....	59.6	456	159	41	Key West.....	51.1	589	177	20	Park Forest.....	29.9	166	6	6	
Oxnard.....	34.8	553	240	46	Lakeland.....	43.8	296	41	9	Park Ridge.....	30.4	655	324	36	
Palo Alto.....	49.2	356	79	33	Miami.....	300.3	34	10	1	Pekin.....	26.6	531	220	29	
Pasadena.....	123.0	57	12	7	Miami Beach.....	54.9	543	171	16	Peoria.....	119.6	76	27	2	
Pemona.....	63.1	257	95	25	North Miami.....	29.4	637	312	22	Quincy.....	45.3	297	42	17	
Redlands.....	26.7	565	261	49	Orlando.....	89.3	66	1	5	Rockford.....	120.1	117	53	4	
Redondo Beach.....	45.7	540	228	47	Panama City.....	33.9	397	110	11	Slovakie.....	54.6	461	160	26	
Redwood City.....	45.6	403	115	37	Pensacola.....	53.2	196	55	7	Springfield.....	89.2	119	15	5	
Richmond.....	74.4	247	90	24	St. Petersburg.....	173.2	82	7	2	Sterling-Rock Falls.....	27.4	562	194	27	
Riverdale.....	62.3	204	59	22	Sarasota.....	38.7	496	188	14	Waukegan.....	52.4	179	43	12	
Sacramento.....	171.2	55	10	6	Tallahassee.....	45.9	435	138	13	Wilmette.....	25.5	652	330	37	
San Bernardino.....	91.3	105	8	13	Tampa.....	264.6	60	20	4	INDIANA					
San Diego.....	522.6	35	25	5	West Palm Beach.....	82.2	202	57	8	Anderson.....	51.0	313	121	10	
San Francisco.....	801.5	19	19	2	GEORGIA										
San Jose.....	160.7	75	24	8	Albany.....	47.1	464	162	7	Blomington.....	46.7	542	230	16	
San Leandro.....	63.7	434	156	40						Elkhart.....	39.3	361	83	12	
San Mateo.....	69.0	137	22	17						Evansville.....	139.6	129	60	7	

See bold-face text page 160 for population groups.

NOVEMBER 10, 1959

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# General Merchandise Store Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	RANK				CITY and STATE	RANK				CITY and STATE	RANK			
	Population (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State		Population (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State		Population (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State
Indianapolis.....	483.3	29	1	1	Beverly.....	33.2	886	277	31	Saginaw.....	103.8	163	75	8
Kalamazoo.....	46.9	339	65	11	Boston.....	748.2	6	6	1	St. Clair Shore.....	72.3	472	181	22
Lafayette-West Lafayette.....	53.2	242	87	8	Braintree.....	38.8	885	381	41	Wyandotte.....	42.5	218	15	11
Marion.....	36.7	387	102	14	Brockton.....	62.6	255	94	13	MINNESOTA				
Michigan City.....	32.4	403	115	15	Brookline.....	64.6	561	172	26	Austin.....	27.4	557	244	8
Muncie.....	66.3	268	101	9	Cambridge.....	123.1	97	41	4	Duluth.....	116.2	112	51	3
New Albany.....	38.1	549	236	17	Chelsea.....	35.4	834	309	33	Marquette-North				
Richmond.....	45.0	370	87	13	Chicago.....	56.2	622	182	32	Mankato.....	26.8	415	123	6
South Bend.....					Everett.....	44.6	640	314	35	Minneapolis.....	557.1	15	15	1
Mishawaka.....	167.7	54	31	3	Fall River.....	107.0	279	88	17	Richfield.....	45.9	584	275	9
Terre Haute.....	73.2	124	18	6	Fitchburg.....	43.7	407	118	20	Rochester.....	36.0	292	37	4
IOWA					Framingham.....	34.1	168	7	6	St. Cloud.....	31.5	329	56	5
Ames.....	29.6	523	213	14	Gloucester.....	26.6	570	254	27	St. Louis Park.....	47.2	595	276	10
Burlington.....	36.0	386	86	10	Haverhill.....	48.0	468	167	22	St. Paul.....	342.8	32	8	2
Cedar Rapids.....	66.2	179	41	4	Holyoke.....	54.2	263	111	18	Winona.....	27.5	504	196	7
Clinton.....	35.1	319	85	7	Lawrence.....	72.9	284	100	16	MISSISSIPPI				
Council Bluffs.....	52.5	508	188	13	Leominster.....	25.2	590	271	28	Biloxi-Gulfport.....	87.9	238	114	2
Des Moines.....	91.5	125	17	3	Lowell.....	94.5	215	68	8	Columbus.....	29.9	823	299	9
Davenport.....	212.2	89	19	1	Lynn.....	99.0	221	71	9	Greenville.....	38.0	457	156	5
Dubuque.....	58.6	211	62	6	Malden.....	60.1	244	88	11	Hattiesburg.....	34.7	376	92	4
Fort Dodge.....	27.7	344	98	8	Marlborough-Hudson.....	26.4	518	298	24	Jackson.....	126.6	133	63	1
Iowa City.....	34.3	373	89	11	Medford.....	67.4	249	91	12	Laurel.....	36.7	488	182	6
Mason City.....	35.1	362	84	9	Melrose.....	30.1	668	335	39	Meridian.....	51.2	317	123	3
Ottumwa.....	38.1	438	180	12	Methuen.....	26.9	657	326	36	Natchez.....	30.1	563	265	6
Sioux City.....	95.9	118	14	2	Natick.....	28.7	682	358	43	Vicksburg.....	32.8	559	246	7
Waterloo.....	80.8	184	47	5	New Bedford.....	107.5	201	83	7	MISSOURI				
KANSAS					Newton.....	90.1	315	122	19	Columbia.....	46.1	539	227	10
Hutchinson.....	37.5	384	48	4	Northampton.....	31.1	491	188	23	Independence.....	57.1	380	144	6
Kansas City.....	131.2	256	86	3	Peabody.....	29.2	687	353	42	Jefferson City.....	32.6	494	186	8
Salina.....	36.2	337	64	6	Pittsfield.....	55.9	260	97	14	Joplin.....	42.6	295	40	5
Topeka.....	112.8	174	77	2	Quincy.....	85.7	184	34	5	Kansas City.....	520.2	12	12	2
Wichita.....	253.1	68	23	1	Revere.....	41.3	581	272	29	Kirkwood.....	29.4	607	285	11
KENTUCKY					Salem.....	41.6	282	27	18	St. Joseph.....	91.5	231	78	4
Ashland.....	34.5	357	80	6	Somerville.....	94.9	429	155	21	St. Louis.....	572.2	11	11	1
Bowling Green.....	30.1	558	245	8	Springfield.....	168.6	74	23	2	Sedalia.....	26.8	537	225	9
Covington.....	70.1	338	129	4	Taunton.....	42.1	556	243	25	Springfield.....	102.2	188	80	3
Frankfort.....	25.3	841	315	9	Walton.....	53.7	241	86	10	University City.....	57.1	479	163	7
Lexington.....	64.9	141	25	2	Watertown.....	39.9	605	332	37	Webster Groves.....	29.0	627	303	12
Louisville.....	417.1	40	13	1	Weymouth.....	49.2	582	273	30	MONTANA				
Newport.....	33.2	565	242	7	Woburn.....	28.1	638	311	34	Billings.....	42.0	316	53	2
Owensboro.....	50.4	282	110	3	Worcester.....	209.3	57	34	3	Butte-Anaconda.....	53.0	329	129	3
Paducah.....	47.5	343	68	5	MICHIGAN					Great Falls.....	52.6	234	80	1
LOUISIANA					Adrian.....	25.8	474	171	23	Helena.....	25.3	567	252	5
Alexandria-Pineville.....	55.4	208	61	4	Allen Park.....	37.1	690	356	34	Missoula.....	27.5	515	205	4
Baton Rouge.....	166.1	85	40	2	Ann Arbor.....	51.5	380	188	15	NEBRASKA				
Bossier City.....	38.0	876	342	9	Battle Creek.....	53.5	227	75	12	Grand Island.....	29.5	402	114	3
Lafayette.....	49.8	267	29	7	Bay City.....	67.6	261	98	14	Hastings.....	25.4	495	187	4
Lake Charles.....	70.7	219	89	5	Benton Harbor.....					Lincoln.....	129.5	82	29	2
Monroe-West Monroe.....	68.9	229	76	6	St. Joseph.....	38.7	365	47	17	Omaha.....	302.5	50	19	1
New Iberia.....	26.5	610	288	8	Birmingham.....	25.4	668	270	25	NEVADA				
New Orleans.....	680.1	23	22	1	Dearborn.....	125.0	104	46	5	Las Vegas.....	55.0	212	63	1
Shreveport.....	187.9	122	56	3	Detroit.....	1,961.8	5	5	1	Reno.....	53.9	223	72	2
MAINE					East Detroit.....	44.3	642	316	29	NEW HAMPSHIRE				
Bangor.....	38.5	210	14	2	East Lansing.....	28.7	680	346	31	Concord.....	29.1	481	176	3
Lewiston-Auburn.....	70.1	278	107	3	Ferndale.....	33.1	299	43	16	Manchester.....	85.0	236	82	1
Portland.....	81.0	132	19	1	Flint.....	199.1	81	28	3	Nashua.....	36.2	453	153	2
South Portland.....	28.9	699	305	4	Garden City.....	33.8	684	350	33	NEW JERSEY				
MARYLAND					Grand Rapids.....	190.9	56	11	2	Atlantic City.....	62.8	235	81	11
Annapolis.....	29.3	527	209	5	Hambramck.....	30.4	458	186	21	Bayonne.....	86.0	571	175	25
Baltimore.....	965.2	8	8	1	Hazel Park.....	26.1	682	346	32	Belleville.....	36.5	550	237	23
Bethesda.....	78.1	185	46	2	Highland Park.....	44.2	151	4	6	Bloomfield.....	53.5	509	174	24
Cumberland.....	38.7	303	46	4	Inkster.....	35.9	667	334	30	Camden.....	131.9	128	89	5
Hagerstown.....	39.5	232	18	3	Jackson.....	54.5	240	85	13	East Orange.....	85.2	310	120	14
MASSACHUSETTS					Kalamazoo.....	80.9	189	37	9	Elizabeth.....	115.5	183	81	8
Arlington.....	49.3	668	333	38	Lansing.....	126.6	93	36	4	Englewood.....	26.7	617	294	31
Attleboro.....	25.9	679	337	40	Lincoln Park.....	51.1	560	178	24	Fair Lawn.....	35.0	88	1	3
Belmont.....	29.6	687	363	44	Livonia.....	50.7	638	184	28	Garfield.....	30.4	673	340	37
					Midland.....	25.9	604	282	26					
					Monroe.....	25.8	454	154	29					
					Muskegon.....	51.1	192	82	19					
					Pontiac.....	65.3	136	30	7					
					Port Hudson.....	38.2	354	79	19					
					Roseville.....	39.5	628	304	27					
					Royal Oak.....	74.8	327	127	18					

See bold-face text page 160 for population groups.

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# General Merchandise Store Sales Ranking, 703 Cities—(Cont'd)

RANK					RANK					RANK				
CITY AND STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY AND STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY AND STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State
Hackensack.....	32.9	138	2	8	NORTH CAROLINA					Lawton.....	57.5	342	134	4
Hoboken.....	51.7	599	179	27	Asheville.....	58.1	159	32	5	West City.....	31.0	848	320	12
Irvine.....	63.1	805	167	20	Burlington.....	32.0	438	140	11	Muskogee.....	41.1	347	72	5
Jersey City.....	302.2	208	25	10	Charlotte.....	108.5	65	18	2	Norman.....	39.2	572	255	10
Kearny.....	48.4	644	318	34	Durham.....	87.9	203	58	6	Oklahoma City.....	299.5	43	15	1
Linden.....	35.6	618	295	32	Fayetteville.....	48.6	228	17	7	Ponca City.....	25.8	563	249	9
Long Branch.....	30.5	612	289	29	Gastonia.....	38.2	251	24	8	Shawnee.....	28.4	437	139	6
Maplewood Township.....	27.0	520	210	21	Goldensboro.....	28.5	391	105	10	Stillwater.....	25.4	619	296	11
Montclair.....	46.6	435	135	18	Greensboro.....	121.9	46	3	1	Tulsa.....	265.6	61	21	2
New Brunswick.....	42.9	293	38	13	High Point.....	47.5	480	159	15	OREGON				
Newark.....	466.5	28	5	1	Kannapolis.....	31.5	485	179	16	Eugene-Springfield.....	61.6	207	60	2
North Bergen					Kinston.....	27.7	458	157	14	Portland.....	414.1	25	2	1
Township.....	44.0	669	336	36	Raleigh.....	96.1	138	21	4	Salem.....	47.5	245	21	3
Nutley.....	30.9	675	341	38	Rocky Mount.....	34.0	451	151	13	PENNSYLVANIA				
Orange.....	40.5	480	175	19	Salisbury-Spencer- East Spencer.....	28.9	447	147	12	Abington Township.....	53.4	701	193	38
Passaic-Clifton.....	130.3	205	84	9	Wilmington.....	54.8	372	143	9	Aliquippa-Rochester.....	43.5	277	32	21
Pateros.....	145.0	91	37	4	Wilson.....	30.0	554	241	17	Allentown.....	113.7	62	19	3
Pennsauken Township.....	27.9	668	364	40	Winston-Salem.....	114.0	108	49	3	Altoona.....	75.5	217	67	14
Perth Amboy.....	43.5	352	76	16	NORTH DAKOTA					Beaver Falls-New Brighton.....	31.3	536	224	34
Plainfield.....	48.0	182	5	7	Bismarck-Mandan.....	37.0	348	73	3	Cheltenham Township.....	36.8	284	34	22
Rahway.....	25.1	630	306	33	Fargo.....	47.4	250	23	1	Chester.....	71.8	103	46	12
Ridgewood.....	25.6	609	287	28	Grand Forks-East Grand Forks.....	42.6	334	63	2	Easton-Wilson- Phillipsburg.....	64.3	233	79	17
Teaneck Township.....	41.4	527	218	22	Minot.....	28.5	394	106	4	Easton.....	35.7	252	25	19
Trenton.....	135.4	70	20	2	OHIO					Erie.....	146.5	99	42	6
Union Township.....	62.1	436	157	17	Akron.....	309.5	41	14	5	Greensburg-South Greensburg-South- west Greensburg.....	26.9	358	61	27
Union City.....	53.0	289	115	12	Alliance.....	32.8	452	152	27	Harrisburg.....	92.2	79	2	4
Vineland.....	38.0	346	71	10	Ashtabula.....	28.0	398	111	19	Haverford Township.....	52.4	702	194	39
West New York.....	37.1	508	268	26	Barberton.....	34.2	467	161	30	Hazleton.....	34.7	373	89	28
West Orange.....	31.1	656	325	35	Canton.....	125.7	139	61	8	Homestead-West Homestead-Munhall.....	31.2	496	188	33
Westfield.....	27.0	614	291	30	Chillicothe.....	26.8	513	263	33	Johnstown.....	65.0	98	6	5
Woodbridge Township.....	42.5	683	349	39	Cincinnati.....	554.5	22	21	2	Lancaster.....	65.7	116	13	8
NEW MEXICO					Cleveland.....	952.5	7	7	1	Lebanon.....	34.0	490	112	30
Albuquerque.....	195.0	85	32	1	Cleveland Heights.....	62.7	551	187	40	Levittown.....	72.0	224	73	16
Carlsbad.....	29.6	530	219	5	Columbus.....	468.0	26	3	3	Lower Merion Township.....	60.0	213	64	13
Clavis.....	26.5	551	238	6	Cuyahoga Falls.....	43.6	386	101	18	McKeesport.....	46.7	399	49	23
Hobbs.....	29.0	510	200	4	Dayton.....	297.1	39	12	4	Mt. Lebanon Township.....	35.4	677	343	37
Roswell.....	38.5	414	122	2	East Cleveland.....	41.1	643	317	39	New Castle.....	50.9	350	136	26
Santa Fe.....	35.0	478	174	3	East Liverpool.....	26.6	486	164	29	New Kensington.....	36.2	376	94	29
NEW YORK					Elyria.....	40.2	432	136	25	Horriestown.....	40.0	239	19	18
Albany.....	144.1	123	57	8	Euclid.....	66.1	326	126	15	Oil City-Franklin.....	30.5	460	184	32
Amsterdam.....	32.3	581	263	31	Findlay.....	28.9	526	215	35	Philadelphia.....	2,207.2	4	4	1
Auburn.....	37.6	477	173	26	Garfield Heights.....	35.4	681	347	43	Pittsburgh.....	606.5	9	9	2
Binghamton.....	52.8	134	20	9	Hamilton.....	70.0	253	92	14	Pottstown.....	25.8	463	161	31
Buffalo.....	602.5	24	23	2	Lakewood.....	70.0	492	165	31	Reading.....	113.5	120	54	10
Dunkirk-Fredonia.....	26.7	606	284	32	Lancaster.....	31.5	509	199	32	Scranton.....	128.0	118	52	9
Elmira.....	55.0	287	113	17	Lima.....	55.9	180	44	9	Sharon-Farrell.....	46.4	330	60	25
Gloversville.....					Lorain.....	59.0	422	152	21	State College- Belleville.....	26.7	605	283	36
Johnstown.....	35.5	548	235	30	Mansfield.....	52.6	214	65	13	Upper Derby Township.....	94.1	218	68	15
Hempstead Township.....	748.4	31	24	3	Maple Heights.....	27.7	679	345	42	Washington.....	26.0	321	67	24
Ithaca.....	29.5	499	158	24	Marion.....	37.5	385	100	17	West Mifflin.....	27.5	703	267	40
Jamestown.....	42.4	275	31	16	Martins Ferry-Bellairs.....	25.9	635	310	36	Wilkes-Barre.....	73.8	199	9	7
Kingston.....	30.9	419	127	22	Masillon.....	38.3	470	166	29	Wilkesburg.....	31.2	568	253	35
Lackawanna.....	29.3	524	214	29	Midweston.....	45.6	430	134	23	Williamsport.....	48.2	268	28	28
Lockport.....	26.2	482	177	27	Newark.....	40.6	446	148	26	York.....	63.6	158	31	11
Long Beach.....	28.1	671	338	33	Norwood.....	37.0	422	130	21	RHODE ISLAND				
Mount Vernon.....	76.3	360	137	20	Parma.....	69.6	553	189	41	Cranston.....	62.1	611	181	7
New Rochelle.....	75.3	220	70	13	Portsmouth.....	42.9	340	66	16	East Providence.....	40.0	485	163	4
New York City.....	7,771.3	1	1	1	Ravenna-Kent.....	29.9	514	204	34	Newport.....	44.0	321	211	5
Newburgh-Beacon.....	47.6	248	22	15	Sandusky.....	33.7	431	138	24	Pawtucket-Central Falls.....	106.7	298	89	2
Niagara Falls.....	103.3	195	82	12	Shaker Heights.....	36.7	616	293	37	Providence.....	230.4	47	4	1
North Hempstead Township.....	221.4	54	9	6	South Euclid.....	27.5	685	267	36	Warwick.....	56.5	532	179	8
North Tonawanda- Tonawanda.....	53.7	383	138	21	Springfield.....	86.1	194	53	11	Woonsocket.....	51.3	412	181	3
Olean.....	25.9	499	191	26	Staubenville.....	36.8	209	13	12	SOUTH CAROLINA				
Oyster Bay Township.....	287.3	443	26	23	Toledo.....	377.7	44	16	6	Charleston.....	71.8	178	42	3
Rochester.....	348.1	36	11	4	Warren.....	58.8	191	51	10					
Rome.....	49.5	467	185	25	Youngstown.....	104.5	66	13	7					
Schenectady.....	97.5	154	29	10	Zanesville.....	44.8	409	120	20					
Syracuse.....	214.0	81	6	5	OKLAHOMA									
Troy.....	76.5	238	84	14	Ardmore.....	29.3	439	141	7					
Utica.....	106.5	187	79	11	Bartlesville.....	29.7	543	231	8					
Watertown.....	36.0	312	81	19	Enid.....	43.2	322	98	3					
White Plains.....	51.1	90	3	7										
Yonkers.....	184.5	301	90	18										

See bold-face text page 160 for population groups.

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# General Merchandise Store Sales Ranking, 703 Cities--(Cont'd)

CITY and STATE	RANK				CITY and STATE	RANK				CITY and STATE	RANK			
	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State		Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State		Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State
Columbia.....	111.1	162	71	2	Odessa.....	77.4	291	109	17	Pasco-Kennewick.....				
Florence.....	28.8	392	106	5	Orange.....	31.4	826	302	37	Richland.....	51.9	396	146	7
Greenville.....	70.0	113	11	1	Pasadena.....	56.0	493	166	29	Seattle.....	586.8	16	16	1
Rock Hill.....	30.3	582	264	7	Port Arthur.....	65.0	263	99	14	Spokane.....	191.2	63	16	2
Spartanburg.....	41.2	272	30	4	San Angelo.....	66.8	285	112	18	Tacoma.....	159.5	86	33	3
Sumter.....	25.0	820	218	6	San Antonio.....	565.0	38	26	4	Vancouver.....	42.1	473	170	10
SOUTH DAKOTA					Sherman.....	28.1	547	234	32	Walla Walla.....	25.0	445	145	8
Rapid City.....	41.8	442	143	2	Temple.....	34.3	379	95	23	Yakima.....	47.0	199	10	4
Sioix Falls.....	66.0	190	50	1	Texarkana (Tex.).....	51.4	271	104	16	WEST VIRGINIA				
TENNESSEE					Texas City.....	33.0	633	306	38	Bluefield (W. Va.).....	26.9	420	128	7
Chattanooga.....	158.1	100	43	4	Tyler.....	58.6	369	142	21	Charleston-South.....				
Jackson.....	37.5	417	125	6	University Park.....	30.2	382	97	24	Charleston.....	118.3	83	30	1
Johnson City.....	28.1	381	96	5	Victoria.....	46.0	413	121	25	Clarksburg.....	33.2	333	62	5
Knoxville.....	132.0	72	21	3	Waco.....	106.2	161	74	12	Fairmont.....	30.5	371	86	6
Memphis.....	493.9	27	4	1	Wichita Falls.....	97.3	230	77	13	Huntington.....	93.0	139	23	2
Nashville.....	184.0	53	8	2	UTAH					Morgantown.....	30.0	421	129	8
Oak Ridge.....	28.3	541	229	7	Ogden.....	66.5	331	130	2	Parkersburg.....	60.0	199	56	4
TEXAS					Provo.....	41.0	368	103	3	Weirton.....	33.2	625	301	9
Abilene.....	70.1	270	103	15	Salt Lake City.....	226.5	49	5	1	Wheeling.....	65.1	140	24	3
Amarillo.....	139.5	147	69	9	VERMONT					WISCONSIN				
Austin.....	195.2	131	62	8	Burlington.....	37.1	286	35	1	Appleton-Neenah.....				
Baytown.....	28.9	416	124	26	VIRGINIA					Menasha.....	82.0	197	54	5
Beaumont.....	123.1	148	70	10	Alexandria.....	90.1	237	83	5	Beloit.....	36.1	408	119	13
Beltsville.....	28.6	686	352	40	Bristol (Tenn.).....					Eau Claire.....	40.5	278	33	8
Big Spring.....	29.5	475	172	27	Bristol (Va.).....	35.9	348	74	8	Fond du Lac.....	32.1	480	150	16
Brownsville-Marlingen.....					Charlottesville.....	30.5	448	140	10	Green Bay.....	63.4	172	39	3
McAllen.....	115.1	157	73	11	Danville.....	50.3	335	131	7	Janesville.....	30.2	405	117	12
Bryan.....	29.6	574	257	34	Lynchburg.....	53.3	269	102	6	Kenosha.....	61.0	425	153	14
Corpus Christi.....	170.1	103	45	6	Newport News.....					La Crosse.....	51.0	259	96	7
Dallas.....	668.5	13	13	1	Hampton-Warwick.....	190.1	177	78	4	Madison.....	122.8	146	68	2
Denton.....	25.5	593	274	36	Norfolk-Portsmouth.....					Manitowoc-Two Rivers.....	44.0	375	91	11
Denton.....	30.0	590	192	30	South Norfolk.....	420.7	48	18	2	Milwaukee.....	765.0	14	14	1
El Paso.....	263.0	67	22	5	Petersburg-Hopewell.....					Oshkosh.....	48.2	195	11	4
Fort Worth.....	399.0	29	6	3	Colonial Heights.....	66.6	399	147	9	Racine.....	84.4	307	118	9
Galveston.....	73.5	337	133	18	Richmond.....	242.0	37	1	1	Sheboygan.....	48.3	225	16	6
Garland.....	31.8	620	297	36	Roanoke.....	104.6	142	65	3	Superior.....	35.9	517	207	17
Grand Prairie.....	38.0	506	198	31	Staunton.....	25.2	545	232	11	Wausau.....	32.6	332	61	10
Houston.....	922.0	18	18	2	WASHINGTON					Wauwatosa.....	58.5	674	192	18
Irving.....	42.5	663	331	39	Bellingham.....	38.9	482	160	8	West Allis.....	69.9	441	158	15
Laredo.....	66.7	355	136	20	Bremerton.....	29.1	364	85	6	WYOMING				
Longview.....	41.2	377	93	22	Everett.....	35.1	294	39	5	Casper.....	35.7	359	62	1
Lubbock.....	145.1	111	60	7	CALIFORNIA					Cheyenne.....	38.1	463	178	2
Marshall.....	28.4	552	239	33	Alameda.....	70.9	481	169	52					
Midland.....	55.3	476	162	26	Alhambra.....	56.8	138	16	19					

## Furn.-House.-Appliance Store Sales Ranking, 703 Cities

CITY and STATE	RANK				CITY and STATE	RANK				CITY and STATE	RANK			
	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State		Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State		Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State
ALABAMA					ALASKA					ALABAMA				
Anniston.....	35.2	351	66	8	Anchorage.....	33.4	316	48	1	Alameda.....	70.9	481	169	52
Bessemer.....	32.4	589	265	11	ARIZONA					Alhambra.....	56.8	138	16	19
Birmingham.....	346.5	48	16	1	Mesa.....	31.0	328	56	3	Altadena Township.....	53.2	616	184	64
Danville.....	29.7	573	252	10	Phoenix.....	241.3	35	2	1	Anaheim.....	79.1	267	110	35
Florence-Sheffield.....					Tucson.....	110.0	112	53	2	Arcadia.....	40.3	533	215	57
Tusculum-Muscle.....					ARKANSAS					Bakersfield.....	54.1	110	7	12
Shoals.....	63.3	333	134	6	El Dorado.....	26.0	446	142	3	Belvedere Township.....	48.3	652	323	67
Gadsden.....	70.2	323	128	5	Fert Smith.....	62.1	358	144	2	Berkeley.....	120.9	94	39	10
Flintville.....	60.2	246	86	4	Hot Springs.....	33.2	824	206	5	Beverly Hills.....	31.1	137	3	18
Mobile-Prichard.....	219.7	60	26	2	Little Rock-North.....					Burbank.....	93.5	153	25	21
Montgomery.....	130.5	134	87	3	Little Rock.....	192.3	107	50	1	Chula Vista.....	37.6	477	167	51
Phenix City.....	27.3	693	358	12	Pine Bluff.....	46.3	476	166	4	Compton.....	72.6	156	26	24
Salina.....	26.4	473	163	9										
Tuscaloosa-Northport.....	66.5	336	137	7										

See bold-face text page 160 for population groups.

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# Furn.- House.- Appliance Store Sales Ranking, 703 Cities--(Cont'd)

RANK					RANK					RANK				
CITY and STATE	Popu- lation (thous.)	Among U. S. Cities	In Popu- lation Group	Among Cities in State	CITY and STATE	Popu- lation (thous.)	Among U. S. Cities	In Popu- lation Group	Among Cities in State	CITY and STATE	Popu- lation (thous.)	Among U. S. Cities	In Popu- lation Group	Among Cities in State
Concord.....	28.1	608	283	63	Greenwich.....	81.5	343	177	14	Belleville.....	39.0	253	22	12
Costa Mesa.....	27.6	674	343	71	Hartford.....	188.7	56	8	1	Berwyn.....	53.0	258	95	13
Culver City.....	35.1	256	23	33	Manchester.....	40.6	557	237	15	Bloomington-Normal.....	47.6	320	51	19
Daly City.....	35.1	661	331	69	Meriden-Wallingford.....	67.5	270	100	9	Carbondale-Herrin- Murphysboro.....	33.1	365	79	21
East Bakersfield.....	60.6	677	190	72	Middletown.....	37.2	510	194	13	Champaign-Urbana.....	78.6	291	166	14
El Cajon.....	29.2	436	135	49	New Britain.....	56.6	148	20	5	Chicago.....	3,851.1	2	2	1
Eureka.....	30.1	363	76	40	New Haven.....	167.0	89	18	2	Chicago Heights.....	30.5	413	117	23
Fremont.....	27.4	629	301	65	New London.....	31.3	250	21	8	Cicero.....	66.3	462	166	24
Fresno.....	123.7	42	6	8	Norwalk.....	62.8	152	24	6	Danville.....	41.4	292	38	16
Fullerton.....	53.0	226	73	30	Norwich.....	40.8	418	122	11	Decatur.....	77.1	203	55	6
Gardena.....	32.4	530	212	56	Stratford.....	69.0	169	33	7	Des Plaines.....	32.0	659	329	37
Garden Grove.....	66.6	438	161	50	Torrington.....	44.9	665	335	19	East St. Louis.....	68.5	252	91	11
Glendale.....	115.8	95	40	11	Waterbury.....	113.7	114	55	4	Elgin.....	46.7	386	96	22
Hawthorne.....	32.3	361	75	39	West Hartford.....	57.9	367	160	10	Elmhurst.....	37.6	532	214	28
Hayward.....	61.0	279	105	34	West Haven.....	37.8	662	332	17	Evanston.....	75.0	141	17	8
Huntington Park.....	29.6	170	8	25	DELAWARE					Freeport.....	25.7	464	156	25
Inglewood.....	62.8	155	27	23	Wilmington.....	115.1	54	7	1	Galesburg.....	35.7	329	57	20
Lakewood.....	61.6	679	192	73	DIST. OF COLUMBIA					Granite City.....	35.2	692	268	31
La Mesa.....	25.4	565	245	61	Washington, D. C.....	624.8	12	12	1	Harvey.....	26.5	636	306	36
Long Beach-Lakewood	383.9	32	6	6	FLORIDA					Joliet.....	61.3	225	72	9
Los Angeles.....	2,397.5	3	3	1	Clearwater.....	41.3	269	30	13	Kankakee.....	26.6	312	46	17
Lynwood.....	31.7	562	242	60	Coral Gables.....	34.4	239	20	11	La Salle-Peru-Oglesby	26.9	485	174	27
Manhattan Beach.....	34.5	542	224	59	Daytona Beach.....	44.7	264	27	12	Maywood.....	29.4	671	341	38
Menlo Park.....	27.1	501	186	55	Fort Lauderdale.....	91.8	70	2	4	Moline-East Moline- Rock Island.....	109.6	206	88	8
Modesto.....	35.2	233	17	32	Fort Pierce.....	25.3	460	153	21	Oak Park.....	60.3	466	167	26
Monrovia.....	26.0	462	171	53	Gainesville.....	32.9	435	134	20	Park Forest.....	29.9	596	272	32
Montebello.....	31.1	536	216	58	Hialeah.....	58.3	325	129	16	Park Ridge.....	30.4	576	254	29
Monterey Park.....	33.9	658	326	68	Hollywood.....	37.6	300	41	15	Pekin.....	26.6	567	273	33
Mountain View.....	26.5	381	91	44	Jacksonville.....	235.3	38	3	2	Peoria.....	110.6	88	34	3
National City.....	33.5	424	126	47	Key West.....	51.1	574	180	22	Quincy.....	45.3	314	47	18
Oakland.....	416.1	18	2	3	Lakeland.....	43.6	276	32	14	Rockford.....	120.1	84	30	2
Oldale.....	25.0	696	361	74	Miami.....	300.3	16	1	1	Skokie.....	54.6	657	188	36
Ontario-Upland.....	59.6	348	143	37	Miami Beach.....	54.9	346	141	18	Springfield.....	89.2	115	8	4
Oxnard.....	34.8	427	129	46	North Miami.....	28.4	111	1	7	Sterling-Rock Falls.....	27.4	585	261	30
Palo Alto.....	40.2	215	11	27	Orlando.....	69.2	81	3	5	Waukegan.....	62.4	205	57	7
Pasadena.....	123.0	74	22	9	Panama City.....	33.9	338	58	17	Wilmette.....	25.5	612	287	34
Pomona.....	63.1	220	69	29	Pensacola.....	53.2	150	23	9	INDIANA				
Redlands.....	26.7	500	185	54	St. Petersburg.....	173.2	124	66	8	Anderson.....	51.0	272	101	9
Redondo Beach.....	45.7	383	93	45	Sarasota.....	38.7	201	9	10	Bloomington.....	40.7	491	179	13
Redwood City.....	45.6	374	85	43	Tallahassee.....	45.9	359	97	19	Elkhart.....	39.3	498	194	15
Richmond.....	74.4	218	67	26	Tampa.....	264.5	52	20	3	Evansville.....	136.6	99	44	4
Riverside.....	82.3	154	26	22	West Palm Beach.....	62.2	89	4	6	Fort Wayne.....	152.5	97	42	3
Sacramento.....	171.2	29	1	5	GEORGIA					Gary.....	176.0	106	51	6
San Bernardino.....	91.3	116	9	13	Albany.....	47.1	344	63	6	Hammond-East				
San Diego.....	522.6	21	19	4	Athens.....	37.0	461	154	9	Chicago.....	169.4	104	47	5
San Francisco.....	801.5	10	10	2	Atlanta.....	610.0	28	24	1	Indianapolis.....	463.2	22	3	1
San Jose.....	160.7	41	5	7	Augusta.....	101.2	167	80	4	Kokomo.....	46.6	398	104	12
San Leandro.....	63.7	373	147	42	Brunswick.....	26.5	503	188	11	Lafayette-West				
San Mateo.....	69.0	183	43	26	Columbus.....	129.6	140	69	3	Lafayette.....	53.2	345	140	11
Santa Ana.....	75.3	117	10	14	Decatur.....	26.9	569	265	12	Marion.....	35.7	496	183	14
Santa Barbara.....	57.3	149	22	20	East Point.....	35.3	594	270	13	Michigan City.....	32.4	568	264	17
Santa Clara.....	44.2	574	253	62	La Grange.....	27.8	600	276	14	Muncie.....	65.3	219	68	7
Santa Monica.....	94.5	120	11	15	Macon.....	67.1	210	61	5	New Albany.....	36.1	549	230	16
Santa Rosa.....	33.7	349	84	38	Marietta.....	44.3	406	111	7	Richmond.....	45.0	266	28	6
South Gate.....	56.3	343	139	36	Rome.....	38.4	456	148	8	South Bend- Mishawaka.....	167.7	86	32	2
South San Francisco.....	39.2	646	319	66	Savannah.....	139.8	122	59	2	Terre Haute.....	73.2	285	100	10
Stockton.....	66.3	127	13	16	Valdosta.....	33.7	492	180	10	IOWA				
Sunnyvale.....	42.1	672	342	70	HAWAII					Ames.....	29.6	630	302	14
Torrance.....	99.0	391	151	46	Hilo.....	28.4	642	313	2	Burlington.....	36.0	455	148	8
Vallejo.....	64.0	230	75	31	Honolulu.....	326.3	53	21	1	Cedar Rapids.....	86.2	101	5	2
Ventura.....	25.9	368	81	14	IDAHO					Clinton.....	35.1	506	191	11
Whittier.....	33.7	133	2	17	Boise.....	34.2	238	19	1	Council Bluffs.....	52.5	499	173	10
COLORADO					Idaho Falls.....	28.6	414	118	2	Davenport.....	91.5	160	30	3
Aurora.....	37.3	596	274	7	Pocatello.....	26.8	432	132	3	Des Moines.....	212.2	78	26	1
Boulder.....	34.5	479	169	6	ILLINOIS					Dubuque.....	66.6	405	153	7
Colorado Springs.....	73.9	135	15	2	Alton-Woods River- East Alton.....	57.0	241	81	10	Fort Dodge.....	27.7	615	290	13
Denver.....	527.5	20	16	1	Aurora.....	56.2	282	107	15	Iowa City.....	34.3	559	239	12
Englewood.....	34.0	321	52	4	CONNECTICUT					Mason City.....	35.1	322	53	6
Grand Junction.....	26.3	324	54	5	Bridgeport.....	170.7	71	19	3	Ottumwa.....	36.1	459	182	9
Pueblo.....	99.5	175	37	3	Bristol.....	45.6	468	156	12	Sioux City.....	95.9	235	77	5
					East Hartford.....	39.1	663	333	18	Waterloo.....	80.6	195	50	4

See bold-face text page 160 for population groups.

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# Furn.-House.-Appliance Store Sales Ranking, 703 Cities--(Cont'd)

RANK					RANK					RANK				
CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State
<b>KANSAS</b>					Pittsfield.....	56.9	382	145	17	Independence.....	7.1	421	155	8
Hutchinson.....	37.9	407	112	4	Quincy.....	85.7	295	114	11	Jefferson City.....	52.5	528	208	7
Kansas City.....	131.2	178	81	3	Revere.....	41.3	606	282	28	Joplin.....	42.6	489	178	6
Salina.....	36.2	539	221	5	Salem.....	41.6	309	44	13	Kansas City.....	530.2	27	23	2
Topeka.....	112.9	105	48	2	Somerville.....	94.9	512	175	22	Kirkwood.....	28.4	686	336	11
Wichita.....	253.1	50	19	1	Springfield.....	168.6	100	45	4	St. Joseph.....	91.8	179	40	4
<b>KENTUCKY</b>					Taunton.....	42.1	537	219	23	St. Louis.....	872.2	8	8	1
Ashland.....	34.5	433	133	4	Waltham.....	53.7	330	131	14	Sedalia.....	26.9	567	247	9
Bowling Green.....	30.1	627	299	9	Watertown.....	39.9	685	350	40	Springfield.....	112.2	162	77	3
Covington.....	70.1	304	120	3	Weymouth.....	49.2	688	338	38	University City.....	37.1	607	183	10
Frankfort.....	25.3	621	294	8	Woburn.....	28.1	655	326	36	Webster Groves.....	29.0	689	354	12
Lexington.....	64.9	223	71	2	Worcester.....	209.3	65	17	2	<b>MONTANA</b>				
Louisville.....	417.1	37	10	1	<b>MICHIGAN</b>					Billings.....	42.0	190	8	1
Newport.....	33.2	614	196	7	Adrian.....	25.8	587	263	26	Butte-Anaconda.....	53.0	335	136	3
Owensboro.....	50.4	441	162	5	Allen Park.....	37.1	620	293	28	Great Falls.....	52.9	222	70	2
Paducah.....	47.0	564	189	6	Abb Arbor.....	51.5	306	122	14	Helena.....	26.3	603	279	5
<b>LOUISIANA</b>					Battle Creek.....	53.5	285	98	11	Missoula.....	27.5	619	201	4
Alexandria-Pineville.....	56.4	307	123	6	Bay City.....	57.6	177	39	7	<b>NEBRASKA</b>				
Baton Rouge.....	166.1	77	25	2	Benton Harbor-St. Joseph.....	35.7	317	49	15	Grand Island.....	26.5	505	190	4
Bossier City.....	26.0	690	346	9	Birmingham.....	25.4	448	144	22	Hastings.....	25.4	439	138	3
Lafayette.....	49.9	218	12	5	Dearborn.....	125.0	63	14	3	Lincoln.....	129.5	151	73	2
Lake Charles.....	70.7	337	138	7	Detroit.....	1,951.8	5	5	1	Omaha.....	302.5	46	15	1
Monroe-West Monroe.....	86.8	211	62	4	East Detroit.....	44.3	640	311	29	<b>NEVADA</b>				
New Iberia.....	26.5	563	243	8	East Lansing.....	26.7	701	365	34	Las Vegas.....	56.0	164	32	1
New Orleans.....	690.1	24	20	1	Ferdale.....	33.1	389	73	18	Reno.....	53.9	217	68	2
Shreveport.....	187.9	92	37	3	Flint.....	199.1	40	4	2	<b>NEW HAMPSHIRE</b>				
<b>MAINE</b>					Garden City.....	33.8	690	355	33	Concord.....	29.1	660	330	3
Bangor.....	38.5	381	91	2	Grand Rapids.....	190.9	73	21	4	Manchester.....	65.0	227	74	1
Lewiston-Auburn.....	70.1	388	149	3	Hamtramck.....	39.4	418	119	20	Nashua.....	38.2	488	177	2
Portland.....	61.0	257	94	1	Hazel Park.....	26.1	670	340	30	<b>NEW JERSEY</b>				
South Portland.....	28.9	684	349	4	Highland Park.....	44.2	431	131	21	Atlantic City.....	62.8	187	46	10
<b>MARYLAND</b>					Inkster.....	35.9	681	347	31	Bayonne.....	96.0	346	141	16
Annapolis.....	29.3	408	113	4	Jackson.....	54.5	298	111	13	Belleville.....	35.5	654	325	35
Baltimore.....	985.2	7	7	1	Kalamazoo.....	86.9	102	6	5	Bloomfield.....	63.5	437	180	22
Bothesda.....	78.1	569	174	5	Lansing.....	126.6	109	95	8	Camden.....	131.9	82	29	4
Cumberland.....	36.7	346	80	3	Lincoln Park.....	51.1	318	127	16	East Orange.....	95.2	243	83	14
Hagerstown.....	39.8	313	46	2	Livonia.....	80.7	693	193	32	Elizabeth.....	115.5	132	66	7
<b>MASSACHUSETTS</b>					Midland.....	25.9	531	213	24	Englewood.....	26.7	548	229	26
Arlington.....	48.3	645	316	34	Monroe.....	25.8	535	217	25	Fair Lawn.....	35.0	684	334	36
Attleboro.....	25.6	643	314	33	Muskegon.....	51.1	274	102	12	Garfield.....	30.4	695	360	40
Belmont.....	29.0	694	359	43	Pontiac.....	85.3	142	18	6	Hackensack.....	32.9	173	7	9
Beverly.....	33.2	651	322	35	Port Huron.....	38.2	411	115	10	Hoboken.....	51.7	568	179	29
Boston.....	746.2	15	15	1	Roseville.....	36.5	682	278	27	Irvington.....	63.1	428	157	21
Brainree.....	30.0	686	353	42	Royal Oak.....	74.8	212	63	10	Jersey City.....	302.2	83	25	5
Brockton.....	62.8	302	119	12	Saginaw.....	103.8	196	87	9	Kearny.....	40.4	875	344	37
Brookline.....	64.6	422	156	19	St. Claire Shore.....	72.3	513	178	23	Linden.....	35.6	555	235	29
Cambridge.....	123.1	78	24	3	Wyandette.....	42.5	341	61	17	Long Branch.....	30.5	663	279	33
Chelsea.....	35.4	611	298	27	<b>MINNESOTA</b>					Maplewood Township.....	27.0	584	280	31
Chicopee.....	56.2	621	186	29	Austin.....	27.4	566	246	7	Montclair.....	46.8	570	249	30
Everett.....	44.5	614	289	28	Duluth.....	110.2	181	82	3	New Brunswick.....	42.9	201	9	11
Fall River.....	107.0	148	72	5	Mankato-North Mankato.....	28.8	409	114	5	Newark.....	466.5	23	4	1
Fitchburg.....	43.7	430	130	20	Minneapolis.....	557.1	17	16	1	North Bergen Township.....	44.0	596	262	32
Framingham.....	34.1	369	82	18	Richfield.....	45.9	649	320	9	Nutley.....	30.9	650	321	34
Gloucester.....	26.6	686	327	37	Rochester.....	36.0	283	35	4	Orange.....	48.5	417	121	20
Haverhill.....	46.0	447	143	21	St. Cloud.....	31.5	525	207	6	Passaic-Clifton.....	138.3	103	46	6
Holyoke.....	54.2	213	64	9	St. Louis Park.....	47.2	653	324	10	Patterson.....	145.0	89	10	2
Lawrence.....	72.9	207	56	8	St. Paul.....	342.8	44	13	2	Pennsauken Township.....	27.9	691	358	39
Leominster.....	25.2	624	296	30	Winona.....	27.5	629	298	8	Perth Amboy.....	43.5	234	18	13
<b>LOWELL</b>					<b>MISSISSIPPI</b>					Plainfield.....	46.0	231	16	12
Lynn.....	94.5	193	48	7	Biloxi-Gulfport.....	87.9	261	96	2	Rahway.....	25.1	139	4	8
Malden.....	90.0	244	84	10	Columbus.....	26.0	509	248	9	Ridgewood.....	25.0	538	229	25
Marlborough-Hudson.....	60.1	331	132	15	Greenville.....	36.0	520	202	6	Teaneck Township.....	41.4	365	76	17
Medford.....	67.4	382	132	25	Hattiesburg.....	34.7	496	175	5	Trenton.....	135.4	60	11	3
Melrose.....	30.1	689	339	39	Jackson.....	126.6	161	76	1	Union Township.....	82.1	372	148	18
Methuen.....	26.9	702	366	44	Laurel.....	30.7	561	241	7	Union City.....	53.0	334	135	15
Natick.....	26.7	570	249	24	Meridian.....	51.2	450	164	4	Vineland.....	38.0	469	180	23
New Bedford.....	107.5	197	84	8	Natchez.....	30.1	564	244	8	West New York.....	37.1	379	90	19
Newton.....	90.1	332	133	16	Vicksburg.....	32.8	370	63	3	West Orange.....	31.1	687	352	38
Northampton.....	31.1	631	303	31	<b>MISSOURI</b>					Westfield.....	27.0	552	233	27
Peabody.....	29.2	686	351	41	Columbia.....	46.1	580	231	8	Woodbridge Township.....	42.5	502	187	24

See bold-face text page 160 for population groups.

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# Furn.-House.-Appliance Store Sales Ranking, 703 Cities—(Cont'd)

RANK					RANK					RANK				
CITY AND STATE	Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State	CITY AND STATE	Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State	CITY AND STATE	Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State
<b>NEW MEXICO</b>					Alliance.....	32.8	488	151	29	Greensburg-South				
Albuquerque.....	195.0	79	27	1	Ashtabula.....	28.0	440	137	27	Greensburg-South-				
Carlsbad.....	29.6	699	275	3	Barberton.....	34.2	404	173	32	west Greensburg...	28.9	224	13	14
Clevis.....	26.5	619	292	5	Canton.....	125.7	113	54	8	Harrisburg.....	82.2	128	14	6
Hobbs.....	29.0	638	310	6	Chillicothe.....	28.8	493	181	33	Haverford Township...	32.4	698	194	36
Rowell.....	38.5	572	281	2	Cincinnati.....	554.5	25	21	2	Hazleton.....	34.7	396	102	27
Santa Fe.....	35.0	601	277	4	Cleveland.....	952.5	6	6	1	Homestead-West				
<b>NEW YORK</b>					Cleveland Heights.....	62.7	470	168	30	Homestead-Munhall	31.2	623	295	34
Albany.....	144.1	98	41	8	Columbus.....	468.0	33	7	3	Johnstown.....	65.0	297	116	20
Amsterdam.....	32.3	551	232	30	Cuyahoga Falls.....	43.6	634	306	41	Lancaster.....	65.7	176	38	10
Auburn.....	37.6	355	70	20	Dayton.....	297.1	43	12	4	Lebanon.....	34.0	356	71	25
Binghamton.....	82.9	182	42	12	East Cleveland.....	41.1	595	271	39	Lavittown.....	72.0	410	154	29
Buffalo.....	602.5	19	17	3	East Liverpool.....	26.6	573	256	37	Lower Marion				
Dunkirk-Fredonia.....	26.7	617	291	32	Elyria.....	40.2	416	120	24	Township.....	60.0	311	125	22
Elmira.....	55.0	278	104	18	Euclid.....	65.1	496	172	35	McKeesport.....	46.7	166	5	8
Gleensville-					Findlay.....	29.9	478	168	31	MT. Lebanon Township	38.4	700	384	39
Johnstown.....	38.5	560	240	31	Garfield Heights.....	35.4	699	363	43	New Castle.....	60.9	262	97	19
Hempstead Township.....	748.4	11	11	2	Hamilton.....	70.0	249	89	12	New Kensington.....	36.2	452	146	32
Ithaca.....	29.5	546	227	29	Lakewood.....	70.0	494	171	34	Norristown.....	40.0	229	15	16
Jamestown.....	42.4	399	105	21	Lancaster.....	31.5	426	120	25	Oil City-Franklin.....	30.5	406	106	28
Kingston.....	30.9	495	182	26	Lima.....	55.9	299	118	17	Philadelphia.....	2,207.2	4	4	1
Lackawanna.....	29.3	517	199	27	Lorain.....	69.0	298	99	10	Pittsburgh.....	665.5	14	14	2
Lockport.....	26.2	483	172	25	Mansfield.....	82.6	305	121	18	Pottstown.....	25.8	376	87	26
Long Beach.....	26.1	676	345	33	Maple Heights.....	27.7	624	296	40	Reading.....	113.5	136	68	7
Mount Vernon.....	76.3	172	35	11	Marion.....	37.5	384	94	23	Scranton.....	128.0	118	56	4
New Rochelle.....	75.3	232	78	16	Martins Ferry-Bellaire.....	25.9	583	260	38	Sharon-Farrell.....	46.4	306	43	21
New York City.....	7,771.3	1	1	1	Massillon.....	36.3	268	29	13	State College-				
Newburgh-Beacon.....	47.6	260	25	17	Middletown.....	45.6	276	32	15	Belleville.....	26.7	633	305	35
Niagara Falls.....	103.3	191	86	14	Newark.....	40.6	481	145	28	Upper Darby Township	94.1	240	80	18
North Hempstead					Norwood.....	37.0	280	34	16	Washington.....	26.0	319	50	23
Township.....	221.4	65	15	6	Parma.....	60.6	429	158	26	West Mifflin.....	27.5	703	367	40
North Tonawanda-					Portsmouth.....	42.9	354	69	21	Wilkes-Barre.....	73.6	199	53	13
Tonawanda.....	53.7	449	163	22	Ravenna-Kent.....	26.9	556	236	36	Wilkinsburg.....	31.2	541	223	33
Olney.....	25.9	471	161	23	Sandusky.....	33.7	273	31	14	Williamsport.....	48.2	352	67	24
Oyster Bay Township.....	237.3	303	25	19	Shaker Heights.....	36.7	641	312	42	York.....	63.6	171	34	9
Rochester.....	346.1	31	6	4	South Euclid.....	27.5	375	86	22	<b>RHODE ISLAND</b>				
Reno.....	49.5	479	169	24	Springfield.....	88.1	294	56	9	Cranston.....	62.1	619	185	5
Schenectady.....	97.5	188	45	13	Steubenville.....	36.8	352	67	20	East Providence.....	40.0	632	304	6
Syracuse.....	214.0	72	20	7	Toledo.....	377.7	45	14	5	Newport.....	44.0	445	141	3
Troy.....	78.5	200	54	15	Warren.....	56.6	248	88	11	Pawtucket-Central				
Utica.....	106.5	166	79	10	Youngstown.....	184.6	61	12	7	Falls.....	106.7	271	90	2
Watertown.....	36.0	523	205	28	Zanesville.....	44.8	350	85	19	Providence.....	230.4	75	23	1
White Plains.....	51.1	64	1	5	<b>OKLAHOMA</b>					Warwick.....	58.5	673	189	7
Yonkers.....	184.5	125	61	9	Ardmore.....	25.3	465	157	5	Woonsocket.....	51.3	454	165	4
<b>NORTH CAROLINA</b>					Bartlesville.....	29.7	581	256	9	<b>SOUTH CAROLINA</b>				
Asheville.....	58.1	254	92	7	Enid.....	43.2	423	125	4	Charleston.....	71.8	123	12	2
Burlington.....	32.0	402	106	14	Lawton.....	57.5	394	182	3	Columbia.....	111.1	91	36	1
Charlotte.....	166.5	98	43	1	Midwest City.....	31.0	682	346	12	Florence.....	28.8	540	222	7
Durham.....	87.9	198	52	4	Muskogee.....	41.1	534	216	7	Greenville.....	70.0	144	19	3
Fayetteville.....	46.6	259	24	8	Norman.....	39.2	563	259	10	Rock Hill.....	30.3	529	211	6
Gastonia.....	36.2	371	83	11	Oklahoma City.....	299.5	49	17	1	Spartanburg.....	41.2	301	42	4
Goldensboro.....	26.5	342	62	10	Ponca City.....	25.6	577	255	8	Sumter.....	25.0	443	139	5
Greensboro.....	121.9	159	75	3	Shawnee.....	28.4	487	176	6	<b>SOUTH DAKOTA</b>				
High Point.....	47.5	294	40	9	Stillwater.....	25.4	644	315	11	Rapid City.....	41.6	424	126	2
Kannapolis.....	31.5	403	109	15	Tulsa.....	265.5	54	22	2	Sioux Falls.....	66.0	284	108	1
Kinston.....	27.7	394	101	13	<b>OREGON</b>					<b>TENNESSEE</b>				
Raleigh.....	86.1	214	65	6	Eugene-Springfield.....	61.6	174	36	2	Chattanooga.....	159.1	90	35	3
Rocky Mount.....	34.0	392	99	12	Portland.....	414.1	36	9	1	Jackson.....	37.5	591	267	6
Salisbury-Spencer-					Salem.....	47.5	263	26	3	Johnson City.....	26.1	367	80	5
East Spencer.....	29.8	453	147	16	<b>PENNSYLVANIA</b>					Knoxville.....	132.0	130	64	4
Wilmington.....	54.8	209	66	5	Abington Township.....	53.4	678	181	36	Memphis.....	493.9	39	11	1
Wilson.....	30.0	472	162	17	Aliquippa-Rochester.....	43.5	419	123	30	Nashville.....	184.0	67	16	2
Winston-Salem.....	114.0	129	63	2	Allentown.....	113.7	106	49	3	Oak Ridge.....	26.3	647	318	7
<b>NORTH DAKOTA</b>					Altoona.....	75.5	236	78	17	<b>TEXAS</b>				
Bismarck-Mandan.....	37.0	516	198	4	Beaver Falls-New					Ahile.....	70.1	237	79	14
Fargo.....	47.4	357	72	2	Brighton.....	31.3	426	124	31	Amarillo.....	136.5	143	70	8
Grand Forks-East					Cheltenham Township.....	36.6	692	357	37	Austin.....	195.2	106	52	6
Grand Forks.....	42.6	293	39	1	Chester.....	71.8	197	51	12	Baytown.....	28.9	444	149	26
Minot.....	29.5	360	74	3	Easton-Wilson-					Beaumont.....	123.1	165	78	10
<b>OHIO</b>					Phillipsburg.....	64.3	180	41	11	Bellaire.....	26.6	697	262	40
Akron.....	309.5	51	19	6	Easton.....	35.7	223	14	15					
					Erie.....	146.5	119	57	5					

# Furn.- House.- Appliance Store Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	RANK				CITY and STATE	RANK				CITY and STATE	RANK			
	Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State		Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State		Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State
Big Spring.....	29.5	608	283	34	UTAH					WEST VIRGINIA				
Brownsville-Harlingen- McAllen.....	116.1	221	88	13	Ogden.....	55.3	245	85	2	Bluefield (W. Va.)- Bluefield (Va.).....	28.9	507	192	8
Bryan.....	29.8	544	228	39	Provo.....	41.0	515	197	3	Charleston-South Charleston.....	118.3	121	88	1
Corpus Christi.....	175.1	131	65	7	Salt Lake City.....	228.5	57	9	1	Clarksburg.....	33.2	412	116	5
Dallas.....	668.5	30	25	2	VERMONT					Fairmont.....	30.5	511	195	7
Denison.....	25.5	613	288	36	Burlington.....	37.1	286	36	1	Huntington.....	93.0	158	29	2
Denton.....	30.0	637	309	37	VIRGINIA					Morgantown.....	30.6	546	227	9
El Paso.....	263.0	96	24	5	Alexandria.....	90.1	291	113	6	Parkersburg.....	60.0	296	115	4
Fort Worth.....	399.0	58	23	4	Bristol (Tenn.)- Bristol (Va.).....	35.9	397	103	8	Weirton.....	33.2	545	226	8
Galveston.....	73.5	251	90	16	Charlottesville.....	30.5	518	200	10	Wheeling.....	65.1	163	31	3
Garland.....	31.8	610	285	35	Danville.....	50.3	490	170	9	WISCONSIN				
Grand Prairie.....	36.0	527	209	29	Lynchburg.....	53.3	247	67	5	Appleton-Neenah- Menasha.....	52.0	147	21	3
Houston.....	922.0	9	9	1	Newport News- Hampton-Warwick.....	190.1	93	38	3	Beloit.....	36.1	364	77	8
Irving.....	42.5	646	317	38	Norfolk-Portsmouth- South Norfolk.....	420.7	34	8	1	Eau Claire.....	40.5	457	150	12
Laredo.....	66.7	579	181	32	Petersburg-Hopewell- Colonial Heights.....	86.6	315	128	7	Fond du Lac.....	32.1	475	165	15
Longview.....	41.2	621	293	27	Richmond.....	242.0	62	13	2	Green Bay.....	63.4	192	47	5
Lubbock.....	145.1	148	71	9	Roanoke.....	104.6	157	74	4	Janesville.....	30.2	463	185	13
Marshall.....	28.4	605	281	33	Staunton.....	25.2	628	309	11	Kenosha.....	61.0	275	103	6
Midland.....	55.3	310	124	22	WASHINGTON					La Crosse.....	51.0	326	130	7
Odessa.....	77.4	194	49	12	Bellingham.....	35.9	580	257	10	Madison.....	122.8	126	62	2
Orange.....	31.4	401	167	24	Bremerton.....	29.1	508	193	9	Manitowoc-Two Rivers Milwaukee.....	44.0	378	99	10
Pasadena.....	99.0	298	117	21	Everett.....	35.1	404	110	6	Oshkosh.....	46.2	377	88	9
Port Arthur.....	65.0	242	82	15	Pasco-Kennewick- Richland.....	51.9	433	159	7	Racine.....	94.4	184	44	4
Port Angelo.....	69.6	290	112	20	Seattle.....	566.8	26	22	1	Sheboygan.....	48.3	474	184	14
San Antonio.....	565.0	47	26	3	Spokane.....	191.2	85	31	2	Superior.....	35.9	528	210	16
Sherman.....	28.1	522	204	28	Tacoma.....	158.5	87	33	3	Wausau.....	32.6	390	98	11
Tamplin.....	34.5	554	234	31	Vancouver.....	42.1	339	69	5	Wauwatosa.....	58.5	639	187	16
Texas (Tex.)- Texarkana (Ark.).....	51.4	380	148	23	Walla Walla.....	25.8	468	159	8	West Allis.....	69.9	553	178	17
Texas City.....	33.0	667	337	39	Yakima.....	47.0	327	55	4	WYOMING				
Tyler.....	58.8	287	99	18						Casper.....	35.7	385	95	1
University Park.....	30.2	289	37	19						Cheyenne.....	38.1	393	100	2
Victoria.....	40.0	442	138	25										
Waco.....	106.2	185	63	11										
Wichita Falls.....	67.3	255	83	17										

## Automotive Store Sales Ranking, 703 Cities

CITY and STATE	RANK				CITY and STATE	RANK				CITY and STATE	RANK			
	Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State		Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State		Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State
ALABAMA					Hot Springs.....	33.2	501	191	5	Fullerton.....	53.0	303	117	37
Anniston.....	35.2	309	50	6	Little Rock- North Little Rock.....	192.3	61	12	1	Gardena.....	32.4	450	149	48
Bessemer.....	32.4	388	97	9	Pine Bluff.....	46.3	431	130	2	Garden Grove.....	66.6	648	186	61
Birmingham.....	366.5	31	6	1	CALIFORNIA					Glendale.....	115.8	70	16	9
Dodhan.....	29.7	421	123	10	Alameda.....	70.9	550	176	55	Hawthorne.....	32.3	414	116	46
Florence-Shield- Tusculum.....	63.3	221	85	4	Alhambra.....	56.8	148	24	21	Hayward.....	61.0	281	104	34
Muscle Shoals.....	70.2	333	131	7	Altadena Township.....	83.2	682	189	65	Huntington Park.....	29.6	109	2	13
Huntsville.....	60.2	263	91	5	Anaheim.....	79.1	317	122	39	Inglewood.....	62.9	146	22	20
Mobile-Prichard.....	219.7	65	15	2	Arcadia.....	40.3	686	326	62	Lakewood.....	61.6	543	175	54
Montgomery.....	130.5	95	40	3	Bakersfield.....	54.1	119	11	16	La Mesa.....	25.4	374	88	43
Phenix City.....	27.3	685	351	12	Belvedere Township.....	48.3	607	361	74	Long Beach-Lakewood.....	353.9	35	9	4
Selma.....	28.4	584	264	11	Berkeley.....	120.9	193	80	27	Los Angeles.....	2,397.5	3	3	1
Tulaloma-Northport.....	66.5	308	149	8	Beverly Hills.....	31.1	149	4	22	Lynwood.....	31.7	518	207	52
ALASKA					Burbank.....	93.5	133	16	19	Manhattan Beach.....	34.5	490	181	51
Anchorage.....	33.4	478	169	1	Chula Vista.....	37.6	645	318	60	Menlo Park.....	27.1	683	349	69
ARIZONA					Compton.....	72.8	83	2	7	Modesto.....	35.2	215	19	25
Mesa.....	31.0	380	75	3	Concord.....	29.1	657	327	63	Monrovia.....	26.0	227	23	30
Phoenix.....	241.3	47	3	1	Costa Mesa.....	27.6	684	350	70	Montebello.....	31.1	688	354	73
Tucson.....	110.0	103	46	2	Culver City.....	35.1	75	1	10	Monterey Park.....	33.9	686	352	71
ARKANSAS					Daly City.....	35.1	267	35	32	Mountain View.....	26.5	395	103	44
El Dorado.....	26.0	499	189	4	East Bakersfield.....	60.6	670	192	67	National City.....	33.5	389	83	42
Fort Smith.....	62.1	295	35	2	El Cajon.....	29.2	569	281	58	Oakland.....	416.1	38	11	5
					Eureka.....	30.1	294	45	36	Oldale.....	25.0	687	353	72
					Fremont.....	27.4	658	328	64	Ontario-Upland.....	59.6	311	119	38
					Fresno.....	123.7	100	44	12	Oxnard.....	34.8	408	114	45
										Palo Alto.....	49.2	181	10	25
										Pasadena.....	123.0	69	17	6

See bold-face text page 160 for population groups.

# Automotive Store Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	RANK				CITY and STATE	RANK			
	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State		Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State
Pomona.....	63.1	232	84	31	Miami.....	300.3	12	1	1
Redlands.....	26.7	516	294	57	Miami Beach.....	54.9	639	185	21
Redondo Beach.....	45.7	274	37	33	North Miami.....	28.4	536	222	19
Redwood City.....	45.6	286	42	35	Orlando.....	89.3	57	1	4
Richmond.....	74.4	223	86	29	Panama City.....	33.9	380	98	18
Riverside.....	82.3	152	26	24	Pensacola.....	83.2	95	5	7
Sacramento.....	171.2	56	6	6	St. Petersburg.....	173.2	74	22	8
San Bernardino.....	91.3	124	15	17	Sarasota.....	38.7	235	26	11
San Diego.....	522.6	24	20	3	Tallahassee.....	45.9	330	68	18
San Francisco.....	801.5	17	15	2	Tampa.....	264.5	40	13	3
San Jose.....	160.7	80	27	11	West Palm Beach.....	82.2	101	8	8
San Leandro.....	63.7	321	124	40	GEORGIA				
San Mateo.....	89.0	636	184	58	Albany.....	47.1	428	128	8
Santa Ana.....	75.3	115	9	14	Athens.....	37.0	447	146	9
Santa Barbara.....	57.3	342	135	41	Atlanta.....	510.0	20	18	1
Santa Clara.....	44.2	674	340	68	Augusta.....	101.2	138	68	3
Santa Monica.....	84.5	136	17	19	Brunswick.....	26.5	495	185	11
Santa Rosa.....	33.7	469	163	50	Columbus.....	129.6	154	73	4
South Gate.....	55.3	116	10	15	Decatur.....	26.9	234	25	7
South San Francisco.....	39.2	666	334	66	East Point.....	35.3	167	6	6
Stockton.....	88.3	151	25	23	La Grange.....	27.8	632	307	14
Sunnyvale.....	42.1	638	312	89	Macon.....	67.1	162	32	5
Torrance.....	99.0	525	170	53	Marietta.....	44.3	400	157	10
Vallejo.....	64.0	463	182	49	Rome.....	38.4	573	255	13
Ventura.....	25.9	443	142	47	Savannah.....	139.8	120	57	2
Whittier.....	33.7	184	11	26	Valdosta.....	33.7	557	239	12
COLORADO					HAWAII				
Aurora.....	37.3	635	310	7	Hilo.....	28.4	486	177	2
Boulder.....	34.5	515	204	6	Honolulu.....	326.3	67	24	1
Colorado Springs.....	73.9	141	19	2	IDAHO				
Denver.....	527.5	16	14	1	Boise.....	34.2	174	7	1
Englewood.....	34.0	257	32	4	Idaho Falls.....	28.6	406	112	2
Grand Junction.....	25.3	288	43	5	Pocatello.....	26.8	472	186	3
Pueblo.....	99.5	171	36	3	ILLINOIS				
CONNECTICUT					Altamonte River.....				
Bridgeport.....	170.7	183	79	3	East Altamonte.....	57.0	256	86	13
Bristol.....	45.6	581	261	17	Aurora.....	55.2	231	89	10
East Hartford.....	39.1	187	12	4	Bellefonte.....	39.5	375	88	23
Greenwich.....	51.5	526	171	14	Berwyn.....	53.0	245	79	11
Hartford.....	188.7	81	28	1	Bloomington-Normal.....	47.6	371	85	22
Manchester.....	40.6	582	262	18	Carbondale-Herrin.....				
Meriden-Wallingford.....	67.5	324	128	9	Murphysboro.....	33.1	306	48	17
Middletown.....	37.2	442	141	13	Champaign-Urbana.....	78.6	265	93	14
New Britain.....	86.8	331	130	10	Chicago.....	3,651.1	2	2	1
New Haven.....	167.0	110	51	2	Chicago Heights.....	30.5	387	96	25
New London.....	31.3	282	39	8	Cicero.....	68.3	275	99	18
Norwalk.....	62.8	224	67	6	Danville.....	41.4	334	62	19
Norwich.....	40.8	570	252	16	Decatur.....	77.1	142	30	6
Stamford.....	89.0	201	52	5	Des Plaines.....	32.0	585	265	37
Stratford.....	44.9	346	67	11	East St. Louis.....	89.5	186	45	9
Torrington.....	30.4	606	248	15	Elgin.....	48.7	305	47	16
Waterbury.....	113.7	239	88	7	Elmhurst.....	37.8	434	133	20
West Hartford.....	57.9	423	157	12	Evanston.....	75.8	176	40	8
West Haven.....	37.8	637	311	19	Freeport.....	25.7	445	144	27
DELAWARE					Galesburg.....	35.7	384	94	24
Wilmington.....	115.1	97	41	1	Granite City.....	38.2	619	208	32
DIST. OF COLUMBIA					Harvey.....	25.5	338	73	21
Washington, D. C.....	824.8	10	10	1	Joliet.....	61.3	247	80	12
FLORIDA					Kankakee.....	28.6	357	72	20
Clearwater.....	41.3	189	13	9	La Salle-Peru-Oglesby.....	26.9	560	242	35
Coral Gables.....	34.4	256	31	12	Maywood.....	29.4	483	174	30
Daytona Beach.....	44.7	322	57	14	Moline-East Moline.....				
Fort Lauderdale.....	91.6	92	3	6	Rock Island.....	109.6	135	67	8
Fort Pierce.....	25.3	364	79	17	Oak Park.....	60.3	94	4	2
Gainesville.....	32.9	315	54	13	Park Forest.....	29.9	701	365	38
Hialeah.....	55.3	694	194	22	Park Ridge.....	30.4	456	154	29
Hollywood.....	37.6	337	64	18	Pekin.....	26.6	671	253	39
Jacksonville.....	235.3	21	1	2	Peoria.....	119.8	102	46	4
Key West.....	51.1	626	183	20	Quincy.....	46.3	520	208	33
Lakeland.....	43.8	220	20	10	Rockford.....	120.1	99	43	3
					Skokie.....	54.8	486	163	29
					Springfield.....	89.2	144	21	7

See bold-face text page 160 for population groups.

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NOVEMBER 10, 1959

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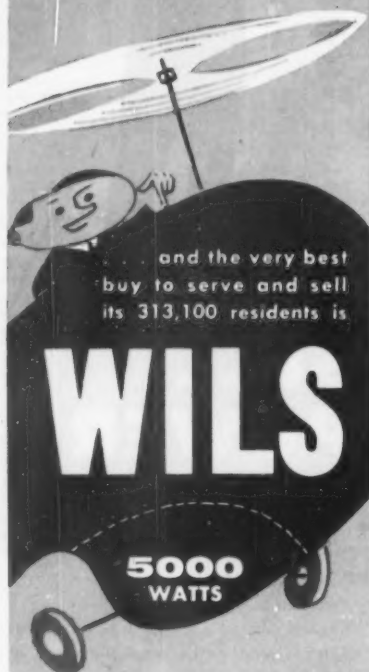
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## Automotive Store Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	RANK				CITY and STATE	RANK			
	Population (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State		Population (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State
Sterling-Hock Falls.....	27.4	550	233	34	MARYLAND				
Waukegan.....	52.4	325	127	18	Annapolis.....	29.3	354	70	4
Wilmette.....	25.5	512	201	31	Baltimore.....	985.2	13	12	1
INDIANA					Bethesda.....	78.1	273	98	3
Anderson.....	51.0	232	70	8	Cumberland.....	38.7	447	146	5
Bloomington.....	40.7	424	125	13	Hagerstown.....	39.8	228	24	2
Elkhart.....	39.3	327	58	10	MASSACHUSETTS				
Evansville.....	139.6	145	71	6	Arlington.....	49.3	425	126	21
Fort Wayne.....	152.5	72	20	2	Attleboro.....	25.6	627	303	35
Gary.....	178.6	134	66	5	Belmont.....	29.6	619	296	33
Hammond.....					Beverly.....	33.2	511	200	25
East Chicago.....	169.4	87	34	4	Boston.....	748.2	25	21	1
Indianapolis.....	463.2	14	2	1	Braintree.....	30.0	642	315	38
Kokomo.....	46.6	397	105	12	Brockton.....	62.8	379	146	18
Lafayette.....					Brookline.....	64.6	204	54	6
West Lafayette.....	53.2	430	189	14	Cambridge.....	123.1	128	61	4
Marion.....	35.7	464	160	16	Chelsea.....	35.4	607	285	32
Michigan City.....	32.4	579	280	17	Chicopee.....	56.2	598	179	30
Muncie.....	65.3	261	88	9	Everett.....	44.5	661	331	38
New Albany.....	38.1	454	152	15	Fall River.....	107.0	430	90	14
Richmond.....	45.0	393	101	11	Fitchburg.....	43.7	348	137	22
South Bend.....					Framingham.....	34.1	633	219	26
Mishawaka.....	167.7	77	24	3	Gloster.....	26.6	664	332	39
Terre Haute.....	73.2	206	58	7	Haverhill.....	46.0	446	145	23
IOWA					Holyoke.....	54.2	451	160	24
Ames.....	29.6	588	268	14	Lawrence.....	72.9	276	100	10
Burlington.....	36.0	474	169	9	Leominster.....	25.2	622	298	34
Cedar Rapids.....	66.2	156	28	3	Lowell.....	94.5	350	140	15
Clinton.....	35.1	398	106	6	Lynn.....	99.0	313	120	12
Council Bluffs.....	52.5	482	167	10	Malden.....	60.1	353	142	16
Davenport.....	91.5	177	41	4	Marlborough-Hudson.....	26.4	653	324	37
Des Moines.....	212.2	55	7	1	Medford.....	67.4	272	97	9
Dubuque.....	59.8	413	154	7	Melrose.....	30.1	688	335	40
Fort Dodge.....	27.7	532	218	11	Methuen.....	25.9	681	347	44
Iowa City.....	34.3	572	254	13	Natick.....	28.7	669	336	41
Mason City.....	35.1	439	138	8	New Bedford.....	107.5	308	89	11
Ottumwa.....	38.1	565	247	12	Newton.....	90.1	202	53	5
Sioux City.....	95.9	137	18	2	Northampton.....	31.1	590	270	28
Waterloo.....	80.8	240	74	5	Peabody.....	29.2	671	337	42
KANSAS					Pittsfield.....	56.9	339	134	13
Hutchinson.....	37.5	386	81	5	Quincy.....	85.7	259	87	8
Kansas City.....	131.2	96	42	2	Revere.....	41.3	567	249	27
Salina.....	36.2	319	58	4	Salem.....	41.6	394	102	20
Topeka.....	112.8	143	70	3	Somerville.....	94.9	249	82	7
Wichita.....	253.1	48	19	1	Springfield.....	168.6	93	39	3
KENTUCKY					Taunton.....	42.1	595	275	29
Ashland.....	34.5	433	132	7	Waltham.....	53.7	376	145	17
Bowling Green.....	30.1	623	299	8	Watertown.....	38.9	380	92	19
Covington.....	70.1	335	132	3	Weymouth.....	49.2	602	281	31
Frankfort.....	25.3	652	323	9	Woburn.....	28.1	672	338	43
Lexington.....	64.9	207	57	2	Worcester.....	209.3	84	31	2
Louisville.....	417.1	32	7	1	MICHIGAN				
Newport.....	33.2	419	122	6	Adrian.....	25.8	548	231	26
Owensboro.....	50.4	411	153	5	Allen Park.....	37.1	701	385	34
Paducah.....	47.6	401	107	4	Ann Arbor.....	51.5	351	141	20
LOUISIANA					Battle Creek.....	53.5	304	118	18
Alexandria-Pineville.....	55.4	292	110	6	Bay City.....	57.6	297	112	17
Baton Rouge.....	166.1	68	16	2	Benton Harbor.....				
Bossier City.....	26.0	608	286	9	St. Joseph.....	35.7	389	74	21
Lafayette.....	49.9	293	44	7	Birmingham.....	25.4	185	5	9
Lake Charles.....	70.7	242	76	4	Dearborn.....	125.0	73	21	4
Monroe-West Monroe.....	66.8	248	81	5	Detroit.....	1,951.8	4	4	1
New Iberia.....	26.5	605	283	8	East Detroit.....	44.3	601	280	28
New Orleans.....	660.1	37	26	1	East Lansing.....	28.7	696	360	32
Shreveport.....	167.9	91	36	3	Ferndale.....	33.1	283	33	15
MAINE					Flint.....	199.1	46	2	2
Bangor.....	35.5	270	36	2	Garden City.....	33.8	556	238	27
Lawton-Auburn.....	70.1	302	116	3	Grand Rapids.....	190.9	64	14	3
Portland.....	81.0	199	51	1	Hamtramck.....	39.4	410	116	23
South Portland.....	28.9	676	342	4	Hazel Park.....	26.1	692	337	31
					Highland Park.....	44.2	139	3	8
					Inkster.....	35.9	700	364	33

See bold-face text page 160 for population groups.

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SALES MANAGEMENT



# Automotive Store Sales Ranking, 703 Cities—(Cont'd)

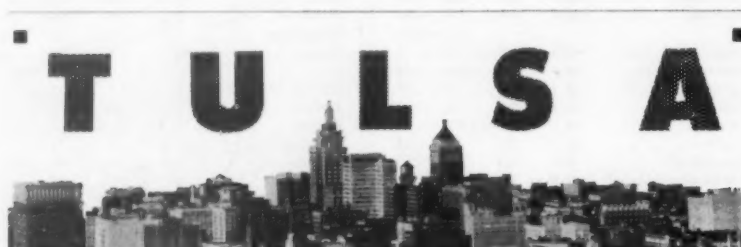
CITY and STATE	RANK				CITY and STATE	RANK				CITY and STATE	RANK			
	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State		Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State		Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State
Jackson.....	54.5	206	56	12	NEW JERSEY					North Tonawanda.....	53.7	338	133	20
Kalamazoo.....	80.9	104	7	6	Atlantic City.....	62.5	400	152	18	Tonawanda.....	53.7	338	133	20
Lansing.....	126.6	78	23	5	Bayonne.....	80.0	617	181	30	Olean.....	25.9	630	305	32
Lincoln Park.....	51.1	218	63	13	Belleville.....	38.5	479	171	22	Oyster Bay Township.....	297.3	301	26	19
Livonia.....	50.7	691	193	30	Bloomfield.....	53.5	642	174	26	Rochester.....	346.1	36	10	4
Midland.....	25.9	510	199	25	Camden.....	131.9	150	72	5	Rome.....	48.5	485	176	24
Monroe.....	25.8	491	182	24	East Orange.....	85.2	260	88	12	Schenectady.....	97.5	211	60	13
Muskegon.....	51.1	264	92	16	Elizabeth.....	115.5	198	82	8	Syracuse.....	214.0	62	5	5
Pontiac.....	85.3	186	44	11	Englewood.....	26.7	332	69	15	Troy.....	78.5	271	96	17
Port Huron.....	38.2	366	82	22	Fair Lawn.....	35.0	680	348	39	Utica.....	106.5	209	84	12
Roseville.....	38.5	677	343	29	Garfield.....	30.4	648	319	33	Watertown.....	36.0	441	140	21
Royal Oak.....	74.8	173	38	10	Hackensack.....	32.9	180	9	7	White Plains.....	51.1	123	14	8
Saginaw.....	103.8	111	52	7	Hoboken.....	51.7	655	188	36	Yonkers.....	164.5	129	62	9
St. Clair Shore.....	72.3	329	129	19	Irvington.....	63.1	233	71	10	NORTH CAROLINA				
Wyandotte.....	42.5	238	27	14	Jersey City.....	302.2	159	25	6	Asheville.....	56.1	299	114	8
MINNESOTA					Kearny.....	40.4	537	223	25	Burlington.....	32.6	427	127	11
Austin.....	27.4	555	237	7	Linden.....	35.6	363	78	16	Charlotte.....	166.5	71	19	1
Duluth.....	110.2	194	61	3	Long Branch.....	30.5	640	313	32	Durham.....	67.9	214	61	5
Mankato.....					Maplewood Township.....	27.0	562	244	27	Fayetteville.....	48.6	226	22	8
North Mankato.....	28.8	459	156	6	Montclair.....	46.8	277	38	14	Gastonia.....	36.2	372	86	9
Minneapolis.....	557.1	19	17	1	New Brunswick.....	42.9	253	30	11	Goldsboro.....	26.5	534	220	14
Richfield.....	45.9	673	339	9	Newark.....	466.5	51	21	1	Greensboro.....	121.9	126	59	2
Rochester.....	36.0	341	65	4	North Bergen.....					High Point.....	47.5	283	40	7
St. Cloud.....	31.5	417	120	5	Township.....	44.0	377	90	17	Kannapolis.....	31.5	609	287	16
St. Louis Park.....	47.2	693	358	10	Nutley.....	30.9	653	324	35	Kinston.....	27.7	644	317	17
St. Paul.....	342.6	53	22	2	Orange.....	40.5	612	290	29	Raleigh.....	66.1	157	29	4
Winona.....	27.5	578	259	8	Passaic-Clifton.....	138.3	131	64	4	Rocky Mount.....	34.0	523	212	13
MISSISSIPPI					Paterson.....	145.0	112	53	2	Salisbury-Spencer.....				
Biloxi-Gulfport.....	67.9	269	95	2	Pennsauken Township.....	27.9	610	288	28	East Spencer.....	26.9	455	193	12
Columbus.....	26.0	621	297	9	Port Amboy.....	43.5	482	150	20	Wilmington.....	54.8	426	158	10
Greenville.....	36.0	617	206	5	Plainfield.....	48.0	222	21	9	Wilson.....	30.0	594	274	15
Hattiesburg.....	34.7	403	109	4	Rahway.....	25.1	521	210	24	Winston-Salem.....	114.0	130	63	3
Jackson.....	128.6	108	50	1	Ridgewood.....	25.6	266	34	13	NORTH DAKOTA				
Laurel.....	30.7	586	266	7	Teanek Township.....	41.4	689	355	40	Bismarck-Mandan.....	37.0	318	55	2
Meridian.....	51.2	356	143	3	Trenton.....	135.4	118	56	3	Fargo.....	47.4	213	18	1
Natchez.....	30.1	587	267	8	Union Township.....	52.1	663	190	38	Grand Forks.....				
Vicksburg.....	32.6	583	263	6	Union City.....	53.0	506	169	23	East Grand Forks.....	42.6	336	63	3
MISSOURI					Vineland.....	38.0	448	148	19	Minot.....	28.5	404	110	4
Columbia.....	46.1	561	243	10	West New York.....	37.1	649	320	34	OHIO				
Independence.....	57.1	316	121	6	West Orange.....	31.1	624	300	31	Akron.....	309.5	49	20	6
Jefferson City.....	32.5	514	203	8	Westfield.....	27.0	457	155	21	Alliance.....	32.6	540	226	37
Joplin.....	42.6	307	49	5	Woodbridge Township.....	42.5	659	329	37	Ashtabula.....	26.0	529	216	35
Kansas City.....	520.2	22	19	2	NEW MEXICO					Barberton.....	34.2	392	100	25
Kirkwood.....	29.4	370	84	7	Albuquerque.....	195.0	60	11	1	Canton.....	125.7	117	55	8
St. Joseph.....	91.5	238	72	4	Carlsbad.....	29.6	631	308	6	Chillicothe.....	26.8	497	187	32
St. Louis.....	872.2	11	11	1	Clovis.....	26.5	576	257	5	Cincinnati.....	554.5	16	16	2
Sedalia.....	26.6	645	226	9	Hobbs.....	29.0	284	41	2	Cleveland.....	952.5	9	9	1
Springfield.....	102.2	170	78	3	Roswell.....	38.5	453	161	3	Cleveland Heights.....	62.7	217	62	11
University City.....	57.1	667	191	12	Santa Fe.....	35.0	538	224	4	Columbus.....	466.0	23	3	3
Webster Groves.....	29.0	643	316	11	NEW YORK					Cuyahoga Falls.....	43.6	332	61	20
MONTANA					Albany.....	144.1	88	35	7	Dayton.....	297.1	44	17	4
Billings.....	42.0	179	8	1	Amsterdam.....	32.3	614	292	31	East Cleveland.....	41.1	432	131	28
Butte-Anaconda.....	53.0	348	139	3	Auburn.....	37.6	547	230	28	East Liverpool.....	26.6	569	241	36
Great Falls.....	52.6	290	106	2	Binghamton.....	82.9	175	39	11	Elyria.....	40.2	349	66	21
Helena.....	26.3	600	279	5	Buffalo.....	602.5	29	24	3	Euclid.....	65.1	251	83	13
Missoula.....	27.5	437	136	4	Dunkirk-Fredonia.....	26.7	549	232	29	Findlay.....	26.9	462	169	30
NEBRASKA					Elmira.....	55.0	291	109	18	Garfield Heights.....	35.4	699	363	43
Grand Island.....	26.5	615	293	4	Gloversville-Johnstown.....	35.5	444	143	22	Hamilton.....	70.0	241	76	12
Hastings.....	25.4	575	256	3	Hempstead Township.....	748.4	8	8	2	Lakewood.....	70.0	122	13	9
Lincoln.....	129.5	158	75	2	Ithaca.....	29.5	504	194	26	Lancaster.....	31.5	531	217	36
Omaha.....	302.5	41	14	1	Jamestown.....	42.4	461	158	23	Lima.....	55.9	267	106	14
NEVADA					Kingston.....	30.9	506	196	27	Lorain.....	59.0	382	147	23
Las Vegas.....	55.0	147	23	1	Lackawanna.....	29.3	598	278	30	Mansfield.....	52.6	289	107	15
Reno.....	53.9	168	34	2	Lockport.....	26.2	496	186	25	Maple Heights.....	27.7	695	359	42
NEW HAMPSHIRE					Long Beach.....	26.1	675	341	33	Marion.....	37.5	481	173	31
Concord.....	29.1	566	260	3	Mount Vernon.....	76.3	237	73	15	Martins Ferry-Bellaire.....	25.9	603	282	40
Manchester.....	85.0	244	78	1	New Rochelle.....	75.3	183	27	10	Massillon.....	36.3	503	193	34
Nashua.....	38.2	563	245	2	New York City.....	7,771.3	1	1	1	Middletown.....	48.6	407	113	27
					Newburgh-Beacon.....	47.8	246	28	16	Norwood.....	37.0	314	53	19
					Niagara Falls.....	103.3	216	85	14	Parma.....	66.6	660	178	39
					North Hempstead Township.....	221.4	58	9	6	Portsmouth.....	42.9	355	71	22
										Ravenna-Kent.....	26.9	296	46	16

See bold-face text page 160 for population groups.

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# Automotive Store Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	RANK				CITY and STATE	RANK				CITY and STATE	RANK			
	Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State		Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State		Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State
Sandusky.....	33.7	488	179	32	Zanesville.....	44.8	385	98	24	Muskogee.....	41.1	473	167	5
Shaker Heights.....	36.7	312	82	18	OKLAHOMA	29.3	592	272	8	Norman.....	39.2	626	302	10
South Euclid.....	27.5	678	344	41						Oklahoma City.....	299.5	39	12	1
Springfield.....	88.1	190	47	10						Ponca City.....	25.6	593	273	9
Steubenville.....	36.8	396	104	26						Shawnee.....	28.4	558	240	7
Toledo.....	377.7	48	18	5						Stillwater.....	25.4	629	304	11
Warren.....	58.8	298	113	17	Enid.....	43.2	467	162	4	Tulsa.....	288.5	42	15	2
Youngstown.....	184.5	89	36	7	Lawton.....	57.5	280	103	3					
					Midwest City.....	31.0	679	345	12					



## ONE OF THE *FIRST* FIFTY!

Among the TOP 200 Cities in  
the United States . . . TULSA is . . .

### \*48<sup>TH</sup> in Population!

### \*49<sup>TH</sup> in E. B. I. !!

(Effective Buying Income)

\*1959 SA Survey of Buying Power

TULSA is BIG, Bustling and  
Busy! . . . "Ripe" for the pick-  
ing, when you concentrate your  
advertising in the WORLD-  
TRIBUNE! Over 95 per cent  
Home delivered in the city

zone, and in the 40 county  
Magic Empire (A BILLION-  
Dollar Market.) You get 40  
per cent daily coverage—35  
per cent Sunday . . .

For More Business, Use the Oil Capital Newspapers

### TULSA WORLD

### TULSA TRIBUNE

MORNING • EVENING • SUNDAY

Represented Nationally by The Branham Co. Offices in Principal U.S.A. Cities

OREGON														
Eugene-Springfield.....	61.6	210	89	2										
Portland.....	414.1	34	8	1										
Salem.....	47.5	212	17	3										

PENNSYLVANIA														
Abington Township.....	53.4	604	180	33										
Aliquippa-Rochester.....	43.5	405	111	20										
Allentown.....	113.7	163	76	5										
Altoona.....	75.5	343	136	16										
Beaver Falls-New														
Brighton.....	31.3	422	124	24										
Cheltenham Township.....	36.8	682	348	39										
Chester.....	71.8	295	111	14										
Easton-Wilson-														
Phillipsburg.....	64.3	320	123	15										
Easton.....	35.7	522	211	30										

Erie.....	146.5	132	65	4										
Greensburg-South														
Greensburg-South-														
west Greensburg.....	26.9	409	115	21										
Harrisburg.....	82.2	121	12	3										
Haverford Township.....	52.4	647	187	37										
Hazleton.....	34.7	554	236	32										
Homestead-West														
Homestead-Munhall														
Johnstown.....	31.2	203	16	10										
Johnstown.....	65.0	279	102	13										
Lancaster.....	65.7	182	43	8										
Lebanon.....	34.0	418	121	23										
Levittown.....	72.0	620	182	35										
Lower Merion														
Township.....	60.0	243	77	12										

McKeesport.....	46.7	477	170	26										
Mt. Lebanon Township														
New Castle.....	35.4	651	322	38										
New Kensington.....	50.9	468	164	25										
Norristown.....	36.2	513	202	28										
Norristown.....	40.0	362	77	18										
Oil City-Franklin.....	30.5	616	295	34										
Philadelphia.....	2,207.2	8	5	1										
Pittsburgh.....	688.5	28	23	2										
Pottstown.....	25.8	502	192	27										
Reading.....	113.5	166	77	6										

Scranton.....	128.0	230	87	11										
Sharon-Farrell.....	46.4	361	76	17										
State College-														
Bellefonte.....	28.7	625	301	36										
Upper Darby Township														
Washington.....	94.1	192	49	9										
West Mifflin.....	26.0	516	205	29										
Wilkes-Barre.....	27.5	698	362	40										
Wilkes-Barre.....	73.8	530	172	31										
Williamsburg.....	31.2	381	93	19										
Williamsport.....	48.2	416	119	22										
York.....	63.6	169	35	7										

RHODE ISLAND														
Cranston.....	82.1	492	168	5										
East Providence.....	40.0	489	180	4										
Newport.....	44.0	613	291	7										
Pawtucket-Central														
Falls.....	108.7	225	86	2										
Providence.....	230.4	82	13	1										
Warwick.....	58.5	541	173	6										
Woonsocket.....	81.3	458	161	3										

SOUTH CAROLINA														
Charleston.....	71.8	164	33	2										
Columbia.....	111.1	106	46	1										

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SALES MANAGEMENT

# Automotive Store Sales Ranking, 703 Cities--(Cont'd)

CITY and STATE	RANK				CITY and STATE	RANK				CITY and STATE	RANK			
	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State		Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State		Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State
Florence.....	28.8	500	190	5	Odessa.....	77.4	178	42	14	Pasco-Kennewick- Richland.....	51.9	347	138	8
Greenville.....	70.0	172	37	3	Orange.....	31.4	494	184	31	Seattle.....	586.8	27	22	1
Rock Hill.....	30.3	633	308	7	Pasadena.....	69.0	285	105	20	Spokane.....	191.2	85	32	2
Spartanburg.....	41.2	328	99	4	Port Arthur.....	65.0	278	101	19	Tacoma.....	199.5	107	49	3
Sumter.....	25.0	605	283	8	San Angelo.....	69.6	229	88	17	Vancouver.....	42.1	412	117	7
SOUTH DAKOTA					San Antonio.....	565.0	33	25	4	Walla Walla.....	25.6	596	276	9
Rapid City.....	41.6	195	14	2	Sherman.....	28.1	429	129	26	Yakima.....	47.0	250	29	4
Sioux Falls.....	66.0	188	46	1	Tempe.....	34.5	436	135	27	WEST VIRGINIA				
TENNESSEE					Texarkana (Ark.).....	51.4	399	151	25	Bluefield (W. Va.).....	26.9	589	269	8
Chattanooga.....	158.1	90	37	4	Texas City.....	33.0	660	330	37	Bluefield (Va.).....				
Jackson.....	37.5	524	213	6	Tyler.....	56.6	282	90	18	Charleston-South Charleston.....	116.3	79	26	1
Johnson City.....	28.1	435	134	5	University Park.....	30.2	690	356	39	Clarksville.....	33.2	493	183	5
Knoxville.....	132.0	86	33	3	Victoria.....	40.0	471	166	29	Fairmont.....	30.5	552	234	6
Memphis.....	493.9	26	4	1	Waco.....	106.2	140	89	11	Huntington.....	93.0	196	50	2
Nashville.....	184.0	50	4	2	Wichita Falls.....	97.3	180	30	13	Morgantown.....	30.0	564	248	7
Oak Ridge.....	28.3	634	309	7	UTAH					Parkersburg.....	60.0	383	148	4
TEXAS					Ogden.....	68.5	345	137	2	Weirton.....	33.2	650	321	9
Ablene.....	70.1	219	64	16	Provo.....	41.0	507	197	3	Wheeling.....	65.1	328	128	3
Amarillo.....	139.5	82	29	7	Salt Lake City.....	226.5	54	6	1	WISCONSIN				
Austin.....	195.2	105	47	9	VERMONT					Appleton-Menasha- Menasha.....	82.0	300	115	5
Baytown.....	26.9	391	99	24	Burlington.....	37.1	402	108	1	Beloit.....	36.1	465	181	9
Beaumont.....	123.1	125	56	10	VIRGINIA					Eau Claire.....	40.5	505	195	14
Bellaire.....	26.6	701	365	40	Alexandria.....	90.1	114	8	4	Fond du Lac.....	32.1	546	229	17
Big Spring.....	29.5	365	80	21	Bristol (Tenn.).....	35.9	509	196	9	Green Bay.....	63.4	323	125	6
Brownsville-Harlingen- McAllen.....	115.1	155	74	12	Charlottesville.....	30.5	528	215	10	Janesville.....	30.2	553	235	16
Bryan.....	29.6	611	299	36	Danville.....	50.3	420	156	8	Kenosha.....	61.0	367	144	7
Corpus Christi.....	175.1	78	25	6	Lynchburg.....	53.3	415	155	7	La Crosse.....	51.0	389	150	8
Dallas.....	668.5	6	6	1	Newport News- Hampton-Warwick.....	190.1	113	54	3	Madison.....	122.8	127	60	2
Denison.....	25.5	544	227	32	Norfolk-Portsmouth- South Norfolk.....	420.7	43	16	1	Manitowoc-Two Rivers Milwaukee.....	785.0	15	13	1
Denton.....	30.0	577	258	34	Petersburg-Hopewell- Colonial Heights.....	66.6	288	94	6	Oshkosh.....	46.2	480	172	11
El Paso.....	263.0	66	23	5	Richmond.....	242.0	59	10	2	Racine.....	84.4	294	85	4
Fort Worth.....	399.0	30	5	3	Roanoke.....	104.6	200	83	5	Sheboygan.....	48.3	527	214	15
Galveston.....	73.5	478	166	30	Staunton.....	25.2	591	271	11	Superior.....	35.9	539	225	16
Garland.....	31.8	373	87	22	WASHINGTON					Wausau.....	32.6	484	175	12
Grand Prairie.....	36.0	378	91	23	Bellingham.....	36.9	641	314	10	Wauwatosa.....	58.5	475	165	10
Houston.....	922.0	7	7	2	Bremerton.....	29.1	498	188	8	West Allis.....	69.9	161	31	3
Irvine.....	42.5	685	333	38	Everett.....	35.1	310	51	5	WYOMING				
Laredo.....	66.7	574	177	33	ALABAMA					Casper.....	35.7	197	15	1
Longview.....	41.2	470	184	28	Anniston.....	35.2	622	291	11	Cheyenne.....	38.1	344	86	2
Lubbock.....	145.1	83	30	8	Bessemer.....	32.4	585	254	9	ARIZONA				
Marshall.....	28.4	599	278	35	Birmingham.....	366.5	58	23	2	Mesa.....	31.6	487	162	3
Midland.....	55.3	191	48	15	Dothan.....	29.7	620	289	10	Phoenix.....	241.3	38	1	1
										Tucson.....	110.0	80	29	2

# Drug Store Sales Ranking, 703 Cities

CITY and STATE	RANK				CITY and STATE	RANK				CITY and STATE	RANK			
	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State		Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State		Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State
ALABAMA					ARKANSAS					Altadena Township.....	53.2	651	192	68
Anniston.....	35.2	622	291	11	El Dorado.....	26.0	552	222	5	Anaheim.....	79.1	452	178	52
Bessemer.....	32.4	585	254	9	Fort Smith.....	62.1	299	120	2	Arcadia.....	40.3	333	53	43
Birmingham.....	366.5	58	23	2	Hot Springs.....	33.2	390	84	3	Bakersfield.....	54.1	114	12	12
Dothan.....	29.7	620	289	10	Little Rock-North Little Rock.....	192.3	78	27	1	Belvedere Township.....	48.3	702	366	74
Florence-Sheffield- Tusculum-Muscle Shoals.....	63.3	340	142	8	Pine Bluff.....	40.3	506	151	4	Berkeley.....	120.9	127	61	15
Gadsden.....	70.2	414	171	7	CALIFORNIA					Beverly Hills.....	31.1	128	1	16
Huntsville.....	60.2	321	135	8	Alameda.....	70.9	284	108	36	Burbank.....	93.5	132	17	18
Mobile-Prichard.....	219.7	57	9	1	Alhambra.....	56.6	281	93	34	Chula Vista.....	37.0	634	302	65
Montgomery.....	130.5	139	66	3						Compton.....	72.8	235	79	30
Phoenix City.....	27.3	699	363	12						Concord.....	29.1	542	213	56
Selma.....	26.4	530	202	8						Costa Mesa.....	27.6	601	356	72
Tuscaloosa-Northport.....	66.5	304	123	4						Culver City.....	38.1	328	49	42
ALASKA										Daly City.....	36.1	600	299	61
Anchorage.....	33.4	251	32	1						East Bakersfield.....	60.6	683	194	71

See bold-face text page 160 for population groups.

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# Drug Store Sales Ranking, 703 Cities—(Cont'd)

RANK					RANK					RANK				
CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State
Eureka.....	30.1	567	236	57	Norwalk.....	62.8	336	140	11	Chicago Heights.....	30.8	647	314	35
Fremont.....	27.4	640	307	66	Norwich.....	40.8	477	153	14	Cicero.....	88.3	326	137	20
Fresno.....	123.7	61	12	7	Stamford.....	89.0	177	43	4	Danville.....	41.4	245	20	14
Fullerton.....	53.0	380	183	47	Stratford.....	44.9	298	37	10	Decatur.....	77.1	262	94	16
Gardena.....	32.4	485	181	54	Torrington.....	30.4	628	296	19	Des Plaines.....	32.0	532	204	28
Garden Grove.....	66.6	354	151	46	Waterbury.....	113.7	192	82	5	East St. Louis.....	89.5	218	86	11
Glen Dale.....	115.8	113	51	11	West Hartford.....	57.9	292	116	9	Elgin.....	48.7	283	34	17
Hawthorne.....	32.3	250	21	31	West Haven.....	37.8	275	29	8	Elmhurst.....	37.8	448	130	24
Hayward.....	61.0	269	100	35						Evansville.....	75.8	203	57	10
Huntington Park.....	29.6	129	2	17	DELAWARE					Freeport.....	25.7	583	252	31
Inglewood.....	62.8	140	21	19	Wilmington.....	115.1	74	24	1	Galesburg.....	35.7	343	57	21
Lakewood.....	61.6	303	122	37						Granite City.....	38.2	602	271	32
La Mesa.....	25.4	617	286	62	DIST. OF COLUMBIA					Harvey.....	25.5	529	201	27
Long Beach-Lakewood.....	384.9	33	8	5	Washington, D. C.....	624.8	6	6	1	Joliet.....	61.3	159	29	6
Los Angeles.....	2,397.5	3	3	1						Kankakee.....	28.6	464	142	25
Lynwood.....	31.7	392	85	49						La Salle-Peru-Oglesby.....	26.9	628	296	34
Manhattan Beach.....	34.5	498	172	55	FLORIDA					Maywood.....	29.4	654	320	36
Menlo Park.....	27.1	258	24	32	Clearwater.....	41.3	228	16	12	Moline-East Moline.....	109.6	126	60	5
Modesto.....	35.2	181	4	23	Coral Gables.....	34.4	257	25	14	Rock Island.....	60.3	184	47	8
Monrovia.....	26.0	586	255	59	Daytona Beach.....	44.7	195	7	10	Oak Park.....	29.9	697	361	38
Montebello.....	31.1	442	125	51	Fort Lauderdale.....	91.8	88	4	6	Park Forest.....	30.4	546	217	29
Monterey Park.....	33.9	626	294	64	Fort Pierce.....	25.3	480	156	21	Park Ridge.....	26.6	667	332	37
Mountain View.....	26.5	427	113	50	Gainesville.....	32.9	373	74	18	Pekin.....	119.8	90	35	2
National City.....	33.5	578	247	58	Hialeah.....	58.3	364	155	17	Peoria.....	45.3	321	45	19
Oakland.....	416.1	31	6	4	Hollywood.....	37.6	239	18	13	Quincy.....	129.1	98	41	3
Oldale.....	25.0	701	385	73	Jacksonville.....	235.3	41	2	3	Rockford.....	54.8	433	174	23
Ontario-Upland.....	58.6	461	180	53	Key West.....	51.1	625	190	22	Skokie.....	69.2	103	7	4
Oxnard.....	34.8	589	258	60	Lakeland.....	43.8	300	38	15	Springfield.....	27.4	603	272	33
Palo Alto.....	48.2	221	14	28	Miami.....	300.3	27	4	1	Sterling-Rock Falls.....	52.4	232	76	12
Pasadena.....	123.0	104	46	9	Miami Beach.....	54.9	81	2	5	Waukegan.....	25.5	566	235	30
Pomona.....	63.1	367	157	48	North Miami.....	28.4	347	58	16	Wilmette.....	25.5	566	235	30
Redlands.....	26.7	648	315	67	Orlando.....	89.3	91	5	7					
Redondo Beach.....	45.7	217	13	27	Panama City.....	33.9	382	80	19	INDIANA				
Redwood City.....	45.6	202	10	26	Pensacola.....	53.2	173	39	9	Anderson.....	51.0	214	63	9
Richmond.....	74.4	308	126	38	St. Petersburg.....	173.2	68	18	4	Bloomington.....	40.7	416	103	12
Riverside.....	82.3	179	45	22	Sarasota.....	38.7	223	15	11	Elkhart.....	39.3	463	141	16
Sacramento.....	171.2	48	4	6	Tallahassee.....	45.9	417	104	20	Evansville.....	139.6	86	33	3
San Bernardino.....	91.3	106	8	10	Tampa.....	264.5	39	13	2	Fort Wayne.....	152.5	89	34	4
San Diego.....	522.6	30	25	3	West Palm Beach.....	62.2	137	20	8	Gary.....	176.6	95	38	5
San Francisco.....	801.5	17	16	2						Hammond-East				
San Jose.....	150.7	64	15	8	GEORGIA					Chicago.....	169.4	116	53	6
San Leandro.....	63.7	259	92	33	Albany.....	47.1	408	97	8	Indianapolis.....	463.2	11	1	1
San Mateo.....	69.0	231	75	29	Athens.....	37.0	411	100	9	Kokomo.....	46.6	422	108	13
Santa Ana.....	75.3	117	13	13	Atlanta.....	510.0	21	20	1	Lafayette-West				
Santa Barbara.....	57.3	168	35	21	Augusta.....	101.2	196	83	5	Lafayette.....	53.2	190	52	7
Santa Clara.....	44.2	680	345	70	Brunswick.....	26.5	610	279	12	Marion.....	35.7	426	112	14
Santa Monica.....	84.5	142	22	20	Columbus.....	129.6	166	79	4	Michigan City.....	32.4	446	126	15
Santa Rosa.....	33.7	317	44	39	Decatur.....	26.9	335	54	6	Muncie.....	65.3	242	83	10
South Gate.....	55.3	187	49	24	East Point.....	35.3	580	249	10	New Albany.....	38.1	544	215	17
South San Francisco.....	39.2	679	344	69	La Grange.....	27.8	651	318	14	Richmond.....	45.0	327	48	11
Stockton.....	66.3	122	15	14	Macon.....	87.1	149	26	3	South Bend.....	167.7	83	31	2
Sunnyvale.....	42.1	619	288	63	Marietta.....	44.3	400	93	7	Mishawaka.....	73.2	201	56	8
Torrance.....	99.0	319	133	40	Rome.....	38.4	618	287	13	Terre Haute.....	73.2	201	56	8
Vallejo.....	64.0	352	150	44	Savannah.....	139.8	124	58	2					
Ventura.....	25.9	323	46	41	Valdosta.....	33.7	608	277	11	IOWA				
Whittier.....	33.7	197	8	25						Ames.....	29.6	611	280	13
COLORADO					HAWAII					Burlington.....	38.0	616	285	14
Aurora.....	37.3	315	42	4	Hilo.....	28.4	692	356	2	Cedar Rapids.....	86.2	130	16	2
Boulder.....	34.5	431	116	6	Honolulu.....	326.3	56	22	1	Clinton.....	35.1	481	157	11
Colorado Springs.....	73.9	110	10	2	IDAHO					Council Bluffs.....	52.5	363	154	7
Denver.....	527.5	10	10	1	Boise.....	34.2	243	19	1	Davenport.....	91.5	146	25	3
Englewood.....	34.0	436	120	7	Idaho Falls.....	28.6	493	167	2	Des Moines.....	212.2	80	11	1
Grand Junction.....	25.3	357	64	5	Pocatello.....	26.8	517	189	3	Dubuque.....	59.6	248	86	6
Pueblo.....	99.5	229	73	3						Fort Dodge.....	27.7	423	109	8
CONNECTICUT					ILLINOIS					Iowa City.....	34.3	432	117	10
Bridgeport.....	170.7	76	26	2	Alton-Woodstock River- East Alton.....	57.0	310	128	18	Mason City.....	35.1	481	157	11
Bristol.....	45.6	581	250	18	Aurora.....	58.2	167	34	7	Ottumwa.....	38.1	423	109	8
East Hartford.....	39.1	253	23	6	Belleville.....	39.5	371	72	22	Sioux City.....	95.9	182	32	4
Greenwich.....	51.5	501	185	15	Berwyn.....	53.0	240	82	13	Waterloo.....	80.8	224	70	5
Hartford.....	188.7	54	8	1	Bloomington-Normal.....	47.6	282	33	16	KANSAS				
Manchester.....	40.6	504	177	16	Carbondale-Herrin- Murphysboro.....	33.1	525	197	26	Hutchinson.....	37.5	421	107	4
Meriden-Wallingford.....	67.5	380	159	12	Champaign-Urbana.....	78.6	191	53	9	Kansas City.....	131.2	115	82	2
Middletown.....	37.2	505	178	17	Chicago.....	3,851.1	2	2	1	Salina.....	36.2	474	150	5
New Britain.....	86.8	270	101	7						Topeka.....	112.8	141	67	3
New Haven.....	167.0	82	30	3						Wichita.....	253.1	47	18	1
New London.....	31.3	392	85	13										

See bold-face text page 160 for population groups.

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# Drug Store Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	RANK				CITY and STATE	RANK				CITY and STATE	RANK			
	Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State		Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State		Popula- tion (thous.)	Among U. S. Cities	In Popula- tion Group	Among Cities in State
<b>KENTUCKY</b>					Watertown.....	39.9	548	218	28	Sedalia.....	26.8	821	280	12
Ashland.....	34.5	533	205	7	Weymouth.....	49.2	574	243	32	Springfield.....	102.2	125	89	3
Bowling Green.....	30.1	576	245	8	Woburn.....	26.1	893	357	43	University City.....	57.1	287	111	8
Covington.....	70.1	258	91	3	Worcester.....	209.3	79	28	3	Webster Groves.....	29.0	487	171	10
Frankfort.....	25.3	644	311	9										
Lexington.....	64.9	144	24	2	<b>MICHIGAN</b>					<b>MONTANA</b>				
Louisville.....	417.1	24	2	1	Adrian.....	25.6	613	282	31	Billings.....	42.0	260	28	1
Newport.....	33.2	478	154	6	Allen Park.....	37.1	484	160	24	Butte-Anacosta.....	53.0	403	167	3
Owensboro.....	50.4	394	182	5	Ann Arbor.....	51.5	158	27	8	Great Falls.....	52.6	288	112	2
Paducah.....	47.6	295	36	4	Battle Creek.....	53.5	222	69	16	Helena.....	26.3	656	322	5
					Bay City.....	57.6	227	72	17	Missoula.....	27.5	524	196	4
<b>LOUISIANA</b>					Benton Harbor-St. Joseph.....	35.7	204	11	14	<b>NEBRASKA</b>				
Alexandria-Pineville.....	55.4	329	138	6	Birmingham.....	25.4	183	6	13	Grand Island.....	28.5	389	70	3
Baton Rouge.....	166.1	69	19	2	Dearborn.....	125.0	65	16	4	Hastings.....	25.4	606	275	4
Bossier City.....	26.0	687	351	9	Detroit.....	1,951.8	4	4	1	Lincoln.....	129.5	100	43	2
Lafayette.....	49.9	385	81	7	East Detroit.....	44.3	428	114	22	Omaha.....	302.5	45	16	1
Lake Charles.....	70.7	271	102	4	East Lansing.....	26.7	499	173	25					
Monroe-West Monroe.....	66.8	279	106	5	Ferndale.....	33.1	457	137	23	<b>NEVADA</b>				
New Iberia.....	28.5	662	327	8	Flint.....	199.1	49	6	3	Las Vegas.....	55.0	136	19	2
New Orleans.....	660.1	18	17	1	Garden City.....	33.6	700	364	34	Reno.....	53.9	66	1	1
Shreveport.....	187.9	84	32	3	Grand Rapids.....	190.9	43	3	2					
					Hamtramck.....	39.4	418	105	21	<b>NEW HAMPSHIRE</b>				
<b>MAINE</b>					Hazel Park.....	26.1	649	316	32	Concord.....	29.1	512	185	2
Bangor.....	38.5	546	217	3	Highland Park.....	44.2	332	52	18	Manchester.....	85.0	351	149	1
Lewiston-Auburn.....	70.1	451	177	2	Inkster.....	35.9	673	338	33	Nashua.....	36.2	630	286	3
Portland.....	81.0	109	9	1	Jackson.....	54.5	163	33	9					
South Portland.....	28.9	689	353	4	Kalamazoo.....	60.9	85	3	8	<b>NEW JERSEY</b>				
					Lansing.....	126.6	108	49	6	Atlantic City.....	62.5	161	31	6
<b>MARYLAND</b>					Lincoln Park.....	51.1	386	163	19	Bayonne.....	80.0	470	181	19
Annapolis.....	29.3	399	65	5	Livonia.....	50.7	540	187	28	Belleville.....	35.5	846	313	30
Baltimore.....	985.2	7	7	1	Midland.....	25.9	555	224	29	Bloomfield.....	53.5	406	168	12
Bethesda.....	78.1	215	64	2	Monroe.....	25.8	510	183	26	Camden.....	131.9	244	90	8
Cumberland.....	38.7	331	51	4	Muskegon.....	51.1	216	65	15	East Orange.....	85.2	378	158	11
Hagerstown.....	39.8	316	43	3	Pontiac.....	85.3	174	40	10	Elizabeth.....	115.5	172	80	7
					Port Huron.....	38.2	410	99	20	Englewood.....	26.7	678	341	35
<b>MASSACHUSETTS</b>					Roseville.....	38.5	584	233	30	Fair Lawn.....	35.0	492	166	21
Arlington.....	49.3	474	150	25	Royal Oak.....	74.8	179	45	11	Garfield.....	30.4	696	360	40
Attleboro.....	25.6	584	253	34	Saginaw.....	103.8	116	54	7	Hackensack.....	32.9	435	119	17
Belmont.....	29.6	376	76	19	St. Clair Shore.....	72.3	513	186	27	Hoboken.....	51.7	637	191	29
Beverly.....	33.2	593	262	36	Wyandotte.....	42.5	182	5	12	Irvine.....	63.1	341	143	9
Boston.....	748.2	14	13	1	<b>MINNESOTA</b>					Jersey City.....	302.2	87	25	2
Braintree.....	30.0	688	382	42	Austin.....	27.4	612	281	9	Kearny.....	40.4	632	300	27
Brockton.....	62.8	233	77	12	Duluth.....	110.2	164	77	3	Linden.....	35.6	814	283	28
Brookline.....	64.6	212	61	9	Mankato-North.....					Long Branch.....	30.5	850	317	31
Cambridge.....	123.1	154	75	5	Mankato.....	28.8	503	176	8	Maplewood Township.....	27.0	685	349	38
Chelsea.....	35.4	436	121	22	Minneapolis.....	557.1	22	21	1	Montclair.....	46.6	434	118	16
Chicopee.....	56.2	459	179	24	Richfield.....	45.9	339	56	6	New Brunswick.....	42.9	407	96	13
Everett.....	44.5	466	170	26	Rochester.....	36.0	211	12	4	Newark.....	466.5	51	19	1
Fall River.....	107.0	210	87	8	St. Cloud.....	31.5	385	62	7	North Bergen Township.....	44.0	695	359	39
Fitchburg.....	43.7	395	88	21	St. Louis Park.....	47.2	336	55	5	Nutley.....	30.9	665	330	33
Framingham.....	34.1	476	152	26	St. Paul.....	342.8	37	12	2	Orange.....	40.5	462	140	18
Gloucester.....	26.6	608	277	37	Winona.....	27.5	660	325	10	Passaic-Clifton.....	136.3	157	76	6
Haverhill.....	46.0	454	134	23						Paterson.....	148.0	112	50	4
Holyoke.....	54.2	267	99	15	<b>MISSISSIPPI</b>					Pennsauken Township.....	27.9	676	343	37
Lawrence.....	72.9	213	62	10	Biloxi-Gulfport.....	87.9	286	110	2	Perth Amboy.....	43.5	537	209	24
Leominster.....	25.2	664	329	40	Columbus.....	26.0	694	358	9	Plainfield.....	48.0	362	67	10
Lowell.....	94.5	237	81	13	Greenville.....	36.0	639	306	7	Rahway.....	25.1	633	301	28
Lynn.....	99.0	175	41	6	Hattiesburg.....	34.7	541	212	4	Ridgewood.....	25.6	413	101	14
Malden.....	60.1	312	129	17	Jackson.....	128.6	135	64	1	Teaneck Township.....	41.4	673	336	34
Marlborough-Hudson.....	26.4	655	321	39	Laurel.....	30.7	607	276	6	Trenton.....	135.4	102	45	3
Medford.....	67.4	309	127	16	Meridian.....	51.2	401	166	3	Union Township.....	52.1	549	188	25
Melrose.....	30.1	669	334	41	Natchez.....	30.1	550	220	5	Union City.....	53.0	472	182	20
Methuen.....	26.0	696	362	44	Vicksburg.....	32.6	669	333	8	Vineland.....	38.0	418	105	16
Natick.....	28.7	693	319	38						West New York.....	37.1	662	327	32
New Bedford.....	107.5	185	81	7	<b>MISSOURI</b>					West Orange.....	31.1	677	342	36
Newton.....	90.1	119	14	4	Columbia.....	46.1	447	129	8	Westfield.....	27.0	531	203	23
Northampton.....	31.1	577	246	33	Independence.....	57.1	226	71	5	Woodbridge Township.....	42.5	519	191	22
Peabody.....	29.2	556	225	30	Jefferson City.....	32.5	514	186	11					
Pittsfield.....	56.9	364	155	16	Joplin.....	42.6	488	163	9	<b>NEW MEXICO</b>				
Quincy.....	65.7	220	68	11	Kansas City.....	820.2	9	9	1	Albuquerque.....	195.0	67	17	1
Revere.....	41.3	489	164	27	Kirkwood.....	29.4	396	89	7	Carlsbad.....	29.6	560	229	5
Salem.....	41.8	572	241	31	St. Joseph.....	91.5	143	23	4	Clovis.....	28.5	641	306	6
Somerville.....	94.9	254	89	14	St. Louis.....	872.2	13	12	2					
Springfield.....	168.6	73	23	2										
Taunton.....	42.1	587	256	35										
Waltham.....	53.7	380	160	20										

See bold-face text page 160 for population groups.

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# Drug Store Sales Ranking, 703 Cities—(Cont'd)

RANK					RANK					RANK				
CITY and STATE	Popu- lation (thous.)	Among U. S. Cities	In Popu- lation Group	Among Cities in State	CITY and STATE	Popu- lation (thous.)	Among U. S. Cities	In Popu- lation Group	Among Cities in State	CITY and STATE	Popu- lation (thous.)	Among U. S. Cities	In Popu- lation Group	Among Cities in State
Hobbs.....	29.0	185	3	2	Cincinnati.....	954.5	20	23	3	Haverford Township..	52.4	554	189	32
Howell.....	38.6	915	187	4	Cleveland.....	952.5	8	6	1	Hazleton.....	34.7	564	233	34
Santa Fe.....	35.0	444	127	3	Cleveland Heights....	82.7	205	56	10	Homestead-West.....				
NEW YORK					Columbus.....	488.0	25	3	2	Homestead-Munhall..	31.2	397	90	22
Albany.....	144.1	97	40	7	Cuyahoga Falls.....	43.6	368	69	20	Johnstown.....	65.0	358	182	15
Amsterdam.....	32.3	671	336	31	Dayton.....	297.1	42	14	5	Lancaster.....	65.7	249	87	10
Auburn.....	37.6	573	242	28	East Cleveland.....	41.1	377	76	22	Lebanon.....	34.0	596	265	37
Binghamton.....	82.9	193	54	10	East Liverpool.....	26.6	440	123	26	Levittown.....	72.0	429	173	25
Buffalo.....	602.6	28	24	3	Elyria.....	40.2	570	239	38	Lower Merion Township.....	60.0	189	51	7
Dunkirk-Fredonia..	26.7	690	354	33	Euclyd.....	65.1	264	96	12	McKeesport.....	46.7	302	39	14
Elmira.....	55.0	341	143	17	Findlay.....	28.9	562	231	37	Mt. Lebanon Township	35.4	460	139	28
Gloversville.....					Garfield Heights.....	35.4	661	346	43	New Castle.....	50.9	390	165	21
Johnstown.....	35.5	631	290	30	Hamilton.....	70.0	301	121	14	New Kensington.....	36.2	455	135	27
Homestead Township..	748.4	20	10	2	Lakewood.....	70.0	256	90	11	Narristown.....	40.0	440	123	26
Ithaca.....	29.5	651	221	27	Lancaster.....	31.5	462	133	28	Oil City-Franklin....	30.5	569	238	35
Jamestown.....	42.4	409	96	21	Lima.....	55.9	334	139	19	Philadelphia.....	2,207.2	6	5	1
Kingston.....	30.9	478	154	25	Lorain.....	69.0	320	134	17	Pittsburgh.....	668.5	15	14	2
Lackawanna.....	29.3	469	147	24	Mansfield.....	52.6	318	132	16	Pottstown.....	25.8	389	83	20
Lockport.....	26.2	527	199	26	Maple Heights.....	27.7	539	211	35	Reading.....	113.5	200	85	8
Long Beach.....	26.1	675	340	32	Marion.....	37.5	487	145	26	Scranton.....	128.0	241	89	9
Mount Vernon.....	76.3	350	148	20	Martins Ferry-Bellaire.	25.9	656	331	42	Sharon-Farrell.....	46.4	366	68	16
New Rochelle.....	75.3	344	145	18	Massillon.....	38.3	596	267	40	State College- Belleville.....	28.7	538	210	31
New York City.....	7,771.3	1	1	1	Middletown.....	45.6	471	140	30	Upper Darby Township	94.1	133	18	4
Newburgh-Bacon.....	47.6	348	50	19	Newark.....	40.6	439	122	25	Washington.....	26.0	415	102	24
Niagara Falls.....	103.3	199	84	11	Norwood.....	37.0	404	95	24	West Mifflin.....	27.5	703	367	40
North Hempstead Township.....	221.4	62	13	5	Parma.....	69.0	445	176	27	Wilkes-Barre.....	73.8	382	161	18
North Tonawanda- Tonawanda.....	53.7	261	88	14	Portsmouth.....	42.9	495	169	31	Wilkinsburg.....	31.2	467	145	29
Olean.....	25.9	623	292	29	Ravenna-Kent.....	26.9	361	98	19	Williamsport.....	48.2	473	149	30
Oyster Bay Township..	287.3	209	26	13	Sandusky.....	33.7	372	73	21	York.....	63.6	273	104	11
Rochester.....	346.1	32	7	4	Shaker Heights.....	36.7	522	104	33	RHODE ISLAND				
Rome.....	49.5	449	131	22	South Euclid.....	27.5	637	305	41	Cranston.....	62.1	285	109	3
Schenectady.....	97.5	188	60	9	Springfield.....	86.1	170	37	9	East Providence.....	40.0	370	71	4
Syracuse.....	214.0	75	25	6	Steubenville.....	36.8	398	91	23	Newport.....	44.0	463	159	7
Troy.....	78.5	337	141	16	Toledo.....	377.7	36	11	4	Pawtucket-Central Falls.....	108.7	138	85	2
Utica.....	106.5	208	86	12	Warren.....	56.8	280	107	13	Providence.....	230.4	63	14	1
Watertown.....	36.0	466	144	23	Youngstown.....	194.5	96	39	7	Warwick.....	56.5	420	172	6
White Plains.....	51.1	313	130	15	Zanesville.....	44.8	311	41	15	Woonsocket.....	51.3	412	170	5
Yonkers.....	164.5	147	60	8	OKLAHOMA					SOUTH CAROLINA				
NORTH CAROLINA					Ardmore.....	29.3	615	284	11	Charleston.....	71.8	171	38	2
Asheville.....	56.1	168	28	4	Bartlesville.....	29.7	545	216	8	Columbia.....	111.1	153	74	1
Burlington.....	32.0	490	185	10	Enid.....	43.2	306	40	4	Florence.....	26.8	657	323	7
Charlotte.....	166.5	59	10	1	Lawton.....	57.5	305	124	3	Greenville.....	70.0	194	55	3
Durham.....	87.9	206	59	6	Midwest City.....	31.0	605	274	10	Rock Hill.....	30.3	635	303	6
Fayetteville.....	48.6	430	115	9	Muskogee.....	41.1	368	82	5	Spartanburg.....	41.2	268	27	4
Gastonia.....	36.2	499	173	11	Norman.....	39.2	520	192	7	Sumter.....	25.0	588	257	5
Goldensboro.....	28.5	645	312	17	Oklahoma City.....	299.5	34	6	1	SOUTH DAKOTA				
Greensboro.....	121.9	151	72	3	Ponca City.....	25.6	591	250	9	Rapid City.....	41.6	294	35	2
High Point.....	47.5	238	17	7	Shawnee.....	25.4	509	182	6	Sioux Falls.....	66.0	207	60	1
Kannapolis.....	31.5	502	175	12	Stillwater.....	25.4	682	347	12	TENNESSEE				
Kinston.....	27.7	561	230	13	Tulsa.....	265.5	82	20	2	Chattanooga.....	158.1	123	57	4
Raleigh.....	66.1	180	30	5	OREGON					Jackson.....	37.5	575	244	6
Rocky Mount.....	34.0	562	231	14	Eugene-Springfield...	61.6	248	94	3	Johnson City.....	26.1	523	195	5
Salisbury-Spencer- East Spencer.....	28.9	593	262	15	Portland.....	414.1	46	17	1	Knoxville.....	132.0	94	37	3
Wilmington.....	54.8	277	105	8	Salem.....	47.5	198	9	2	Memphis.....	493.9	35	10	1
Wilson.....	30.0	627	295	16	PENNSYLVANIA					Nashville.....	184.0	70	20	2
Winston-Salem.....	114.0	120	55	2	Abington Township....	53.4	658	193	39	Oak Ridge.....	26.3	599	268	7
NORTH DAKOTA					Aliquippa-Rochester...	43.5	398	91	23	TEXAS				
Bismarck-Mandan....	37.0	379	79	3	Allentown.....	113.7	165	78	6	Arlene.....	70.1	263	95	16
Fargo.....	47.4	324	47	2	Altoona.....	75.5	388	163	19	Amarillo.....	139.5	105	47	8
Grand Forks-East P. Grand Forks.....	42.6	568	237	4	Beaver Falls-New Brighton.....	31.3	591	280	38	Austin.....	195.2	101	44	7
Minot.....	28.5	278	30	1	Cheltenham Township.	36.8	624	293	38	Baytown.....	26.9	394	87	23
OHIO					Chester.....	71.8	289	113	12	Beaumont.....	123.1	145	68	10
Akron.....	309.5	55	21	6	EASTON-WILSON					Bellaire.....	26.6	604	273	34
Alliance.....	32.8	558	227	36	Phillipsburg.....	64.3	295	118	13	Big Spring.....	29.5	515	187	28
Ashabula.....	26.0	592	261	39	Easton.....	35.7	378	77	17	Brownsville-Harlingen				
Barberton.....	34.2	505	178	32	Erie.....	146.5	148	70	5	McAllen.....	115.1	225	88	14
Canton.....	125.7	121	56	6	Greensburg-South Greensburg-South- west Greensburg...	26.9	559	228	33	Bryan.....	29.6	684	348	40
Chillicothe.....	26.8	528	206	34	Harrisburg.....	92.2	92	6	3	Corpus Christi.....	175.1	93	36	6

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# Drug Store Sales Ranking, 703 Cities--(Cont'd)

RANK					RANK					RANK				
CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State	CITY and STATE	Population (thous.)	Among U. S. Cities	In Population Group	Among Cities in State
Dallas.....	688.5	18	15	2	VERMONT					Charleston-South				
Denison.....	25.5	672	337	39	Burlington.....	37.1	511	184	1	Charleston.....	119.3	107	48	1
Denton.....	30.0	534	206	29						Clarkeburg.....	33.2	274	28	3
El Paso.....	263.0	77	24	5	VIRGINIA					Fairmont.....	30.5	542	213	7
Fort Worth.....	390.0	29	5	3	Alexandria.....	90.1	111	11	3	Huntington.....	93.0	178	44	2
Galveston.....	73.5	230	74	15	Bristol (Tenn.)-Bristol (Va.).....	35.9	526	198	10	Morgantown.....	30.0	507	190	8
Garland.....	31.8	494	166	27	Charlottesville.....	30.5	458	138	9	Parkersburg.....	60.0	345	140	5
Grand Prairie.....	38.0	571	240	32	Danville.....	50.3	437	175	8	Weirton.....	33.2	686	350	9
Houston.....	922.0	12	11	1	Lynchburg.....	53.3	266	98	7	Wheeling.....	65.1	291	115	4
Irvine.....	42.5	557	226	31	Newport News-Hampton-Warwick.....	190.1	131	62	4					
Laredo.....	66.7	486	183	26	Norfolk-Portsmouth-South Norfolk.....	420.7	44	15	1	WISCONSIN				
Longview.....	41.2	553	223	30	Petersburg-Hopewell-Colonial Heights.....	86.6	264	96	6	Appleton-Neenah-Menasha.....	82.0	293	117	8
Lubbock.....	145.1	150	71	11	Richmond.....	242.0	53	7	2	Beloit.....	36.1	400	132	11
Marshall.....	28.4	670	335	38	Roanoke.....	104.6	152	73	5	Eau Claire.....	40.5	535	207	16
Midland.....	55.3	236	80	18	Staunton.....	25.2	636	304	11	Fond du Lac.....	32.1	425	111	9
Odessa.....	77.4	272	103	19						Green Bay.....	63.4	290	114	4
Orange.....	31.4	659	324	36	WASHINGTON					Janesville.....	30.2	600	289	17
Pasadena.....	50.0	404	166	25	Bellingham.....	36.9	590	259	10	Kenosha.....	61.0	297	119	6
Port Arthur.....	65.0	247	95	17	Bremerton.....	29.1	278	31	6	La Crosse.....	51.0	491	184	13
San Angelo.....	89.6	307	125	20	Everett.....	35.1	464	142	8	Madison.....	122.8	71	21	2
San Antonio.....	585.0	40	26	4	Pasco-Kennewick-Richland.....	51.9	234	78	4	Manitowoc-Two Rivers.....	44.0	643	310	18
Sherman.....	28.1	661	326	37	Salt Lake City.....	596.8	23	22	1	Milwaukee.....	755.0	19	18	1
Tempe.....	34.5	402	94	24	Spokane.....	191.2	72	22	2	Oshkosh.....	46.2	443	126	10
Texarkana (Tex.)-Texarkana (Ark.).....	51.4	314	131	21	Tacoma.....	159.5	99	42	3	Racine.....	84.4	176	42	3
Texas City.....	33.0	642	309	35	Vancouver.....	42.1	374	75	7	Sheboygan.....	48.3	455	155	12
Tyler.....	58.6	199	36	12	Walla Walla.....	25.8	538	208	9	Superior.....	35.9	517	109	14
University Park.....	30.2	349	60	22	Yakima.....	47.0	252	22	5	Wausau.....	32.6	578	247	16
Victoria.....	40.0	597	286	33						Wauwatosa.....	58.5	325	136	7
Waco.....	106.2	134	63	9	WEST VIRGINIA					West Allis.....	69.9	346	147	8
Wichita Falls.....	97.3	186	48	13	Bluefield (W. Va.)-Bluefield (Va.).....	26.9	595	264	8	WYOMING				
UTAH										Casper.....	35.7	329	60	1
Ogden.....	86.5	219	67	2						Cheyenne.....	35.1	356	63	2
Provo.....	41.0	521	193	3										
Salt Lake City.....	228.5	50	6	1										

## Number of Households, 200 Leading Cities

Rank	ESTIMATES CITY and STATE	No. of Hholds. (thous.)	Rank	ESTIMATES CITY and STATE	No. of Hholds. (thous.)	Rank	ESTIMATES CITY and STATE	No. of Hholds. (thous.)
1.	New York, N. Y.....	2,442.4	26.	Atlanta, Ga.....	148.7	51.	Phoenix, Ariz.....	90.1
2.	Chicago, Ill.....	1,196.5	27.	Indianapolis, Ind.....	147.5	52.	Oyster Bay Township, N. Y.....	73.1
3.	Los Angeles, Cal.....	831.8	28.	Memphis, Tenn.....	145.7	53.	El Paso, Tex.....	71.1
4.	Philadelphia, Pa.....	645.9	29.	Portland, Ore.....	144.7	54.	Salt Lake City, Utah.....	69.4
5.	Detroit, Mich.....	553.6	30.	Oakland, Cal.....	143.4	55.	Richmond, Va.....	69.3
6.	Baltimore, Md.....	287.2	31.	Columbus, Ohio.....	140.3	56.	Des Moines, Iowa.....	68.9
7.	Houston, Tex.....	287.1	32.	Long Beach-Lakewood, Cal.....	139.8	57.	Providence, R. I.....	68.3
8.	Cleveland, Ohio.....	285.6	33.	Newark, N. J.....	134.0	58.	Jacksonville, Fla.....	66.1
9.	San Francisco, Cal.....	264.7	34.	Fort Worth, Tex.....	128.2	59.	North Hempstead Township, N. Y.....	67.2
10.	St. Louis, Mo.....	271.0	35.	Louisville, Ky.....	126.0	60.	St. Petersburg, Fla.....	65.1
11.	Washington, D. C.....	242.2	36.	Norfolk-Portsmouth-South Norfolk, Va.....	120.7	61.	Spokane, Wash.....	63.9
12.	Milwaukee, Wis.....	237.6	37.	Toledo, Ohio.....	118.0	62.	Syracuse, N. Y.....	63.2
13.	Hempstead Township, N. Y.....	231.8	38.	Birmingham, Ala.....	110.9	63.	Mobile-Prichard, Ala.....	60.5
14.	Dallas, Tex.....	214.0	39.	Rochester, N. Y.....	106.5	64.	Little Rock-North Little Rock, Ark.....	60.1
15.	Boston, Mass.....	212.9	40.	St. Paul, Minn.....	105.4	65.	Flint, Mich.....	59.7
16.	Seattle, Wash.....	199.4	41.	Oklahoma City, Okla.....	100.2	66.	Grand Rapids, Mich.....	59.5
17.	Pittsburgh, Pa.....	199.3	42.	Miami, Fla.....	96.3	67.	Worcester, Mass.....	58.9
18.	New Orleans, La.....	195.5	43.	Akron, Ohio.....	93.9	68.	Albuquerque, N. M.....	58.9
19.	Cincinnati, Ohio.....	180.4	44.	Omaha, Neb.....	91.7	69.	Shreveport, La.....	56.4
20.	Buffalo, N. Y.....	175.6	45.	Dayton, Ohio.....	89.4	70.	Hartford, Conn.....	55.9
21.	Minneapolis, Minn.....	175.5	46.	Tulsa, Okla.....	88.6	71.	Sacramento, Cal.....	55.7
22.	Kansas City, Mo.....	174.4	47.	Jersey City, N. J.....	88.0	72.	Yonkers, N. Y.....	55.5
23.	San Diego, Cal.....	173.2	48.	Wichita, Kans.....	84.4	73.	Tacoma, Wash.....	54.6
24.	Denver, Colo.....	173.1	49.	Honolulu, Hawaii.....	83.0	74.	Nashville, Tenn.....	54.2
25.	San Antonio, Tex.....	158.4	50.	Tampa, Fla.....	82.5	75.	Austin, Tex.....	53.6

See bold-face text page 160 for population groups.

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# Number of Households, 200 Leading Cities—(Cont'd)

Rank	SM ESTIMATES CITY and STATE	No. of Hhds. (\$000)	Rank	SM ESTIMATES CITY and STATE	No. of Hhds. (\$000)	Rank	SM ESTIMATES CITY and STATE	No. of Hhds. (\$000)
76.	South Bend-Mishawaka, Ind.	51.9	118.	Trenton, N. J.	35.0	159.	Cedar Rapids, Iowa	27.6
77.	San Jose, Cal.	51.4	119.	Springfield, Mo.	34.7	160.	East Orange, N. J.	27.4
78.	Youngstown, Ohio	51.3	120.	Tucson, Ariz.	34.3			
79.	Gary, Ind.	50.9	120.	Reading, Pa.	34.3	161.	Springfield, Ohio	27.2
80.	Corpus Christi, Tex.	50.7				162.	Lowell, Mass.	27.1
81.	Bridgeport, Conn.	50.3	122.	Cambridge, Mass.	34.2	163.	Riverside, Cal.	27.0
82.	Newport News-Hampton, Va.	49.8	122.	Madison, Wisc.	34.2	163.	Alexandria, Va.	27.0
83.	Springfield, Mass.	49.5	124.	Duluth, Minn.	34.0	165.	East St. Louis, Ill.	26.9
84.	New Haven, Conn.	49.1	125.	Pawtucket-Central Falls, R. I.	33.7	168.	Somerville, Mass.	26.4
85.	Hammond-East Chicago, Ind.	48.7	126.	Wilmington, Del.	33.6	168.	Manchester, N. H.	26.4
86.	Baton Rouge, La.	48.2	128.	New Bedford, Mass.	33.6	168.	Colorado Springs, Colo.	26.2
87.	Fort Wayne, Ind.	48.1	128.	Allentown, Pa.	33.6	169.	Macon, Ga.	26.2
88.	Charlotte, N. C.	47.4	129.	Rock Island-Moline-East Moline, Ill.	33.4	170.	Wichita Falls, Tex.	26.1
89.	Chattanooga, Tenn.	47.2	130.	Waterbury, Conn.	33.3			
90.	Albany, N. Y.	45.7				171.	Racine, Wisc.	25.7
91.	Paterson, N. J.	44.8	130.	Elizabeth, N. J.	33.3	172.	Santa Ana, Cal.	25.6
92.	Evansville, Ind.	43.7	132.	Winston-Salem, N. C.	32.7	173.	Stamford, Conn.	25.4
93.	Pasadena, Cal.	43.6	133.	Greensboro, N. C.	32.3	174.	Anaheim, Cal.	25.3
93.	Amarillo, Tex.	43.6	134.	Utica, N. Y.	32.0	174.	Stockton, Cal.	25.3
95.	Erie, Pa.	43.2	135.	Fall River, Mass.	31.9	176.	Waterloo, Iowa	25.0
96.	Lubbock, Tex.	43.0	136.	Waco, Tex.	31.8	176.	Quincy, Mass.	25.0
97.	Glendale, Cal.	42.6	137.	Santa Monica, Cal.	30.8	178.	New Britain, Conn.	24.9
98.	Pasadena-Clifton, N. J.	42.0	137.	Schenectady, N. Y.	30.8	178.	Portland, Maine	24.9
99.	Lincoln, Neb.	41.9	139.	Fort Lauderdale, Fla.	30.7	180.	Terre Haute, Ind.	24.8
100.	Savannah, Ga.	41.8	139.	Roanoke, Va.	30.7			
101.	Kansas City, Kans.	40.4	141.	Brownsville-Harlingen-McAllen, Tex.	30.5	181.	Decatur, Ill.	24.7
102.	Fresno, Cal.	40.0	142.	Saginaw, Mich.	30.3	182.	Newton, Mass.	24.6
103.	Lansing, Mich.	39.8	143.	Burbank, Cal.	30.2	183.	Appleton-Neshah-Menasha, Wisc.	24.5
104.	Berkeley, Cal.	39.7	143.	Sioux City, Iowa	30.0	184.	Kalamazoo, Mich.	24.2
105.	Montgomery, Ala.	38.9	144.	Lynn, Mass.	30.0	185.	Pontiac, Mich.	23.8
106.	Canton, Ohio	38.6	144.	Niagara Falls, N. Y.	29.9	186.	Odessa, Tex.	23.6
107.	Rockford, Ill.	38.5	146.	San Bernardino, Cal.	29.7	187.	Durham, N. C.	23.4
108.	Scranton, Pa.	38.4	148.	Springfield, Ill.	29.5	188.	Binghamton, N. Y.	23.3
109.	Topeka, Kans.	38.0	148.	Harrisburg, Pa.	29.1	189.	Altoona, Pa.	23.0
110.	Knoxville, Tenn.	37.9	150.	Orlando, Fla.	29.0	190.	Alameda, Cal.	22.8
111.	Camden, N. J.	37.4				190.	Bayonne, N. J.	22.8
112.	Peoria, Ill.	37.3	150.	Augusta, Ga.	29.0	192.	Lakewood, Ohio	22.7
112.	Beaumont, Tex.	37.3	150.	Columbia, S. C.	29.0	193.	Mount Vernon, N. Y.	22.6
114.	Columbus, Ga.	36.7	153.	Pueblo, Colo.	28.6	194.	Galveston, Tex.	22.4
115.	Jackson, Miss.	36.5	153.	St. Joseph, Mo.	28.6	195.	Garden Grove, Cal.	22.3
116.	Dearborn, Mich.	36.5	155.	Huntington, W. Va.	28.5	195.	Troy, N. Y.	22.3
117.	Charleston-South Charleston, W. Va.	35.5	156.	Davenport, Iowa	28.3	195.	Lavittown-Fairless Hills, Pa.	22.3
			157.	Torrance, Cal.	28.2	198.	Compton, Cal.	22.1
			158.	Upper Darby Township, Pa.	28.0	199.	Covington, Ky.	22.0
						199.	Lawrence, Mass.	22.0

# Total Net Effective Buying Income, 200 Leading Cities

Rank	SM ESTIMATES CITY and STATE	Net Effective Buying Income (\$000)	Rank	SM ESTIMATES CITY and STATE	Net Effective Buying Income (\$000)	Rank	SM ESTIMATES CITY and STATE	Net Effective Buying Income (\$000)
1.	New York, N. Y.	17,627,072	19.	Minneapolis, Minn.	1,150,802	35.	San Antonio, Tex.	783,189
2.	Chicago, Ill.	8,847,372	20.	Kansas City, Mo.	1,146,265	36.	Fort Worth, Tex.	742,667
3.	Los Angeles, Cal.	6,447,924	21.	San Diego, Cal.	1,127,281	37.	Rochester, N. Y.	726,337
4.	Philadelphia, Pa.	4,257,967	22.	New Orleans, La.	1,120,459	38.	Louisville, Ky.	718,675
5.	Detroit, Mich.	4,064,334	23.	Cincinnati, Ohio	1,119,507	39.	St. Paul, Minn.	687,207
6.	San Francisco, Cal.	2,106,153	24.	Denver, Colo.	1,112,642	40.	Dayton, Ohio	640,905
7.	Hempstead Township, N. Y.	2,038,276	25.	Indianapolis, Ind.	993,533	41.	Akron, Ohio	612,518
8.	Cleveland, Ohio	1,953,067	26.	Columbus, Ohio	986,086	42.	Jersey City, N. J.	601,036
9.	Baltimore, Md.	1,849,605	27.	Newark, N. J.	975,310	43.	North Hempstead Township, N. Y.	599,585
10.	Washington, D. C.	1,808,340	28.	Oakland, Cal.	953,981	44.	Birmingham, Ala.	599,344
11.	Houston, Tex.	1,786,282	29.	Atlanta, Ga.	945,184	45.	Oyster Bay Township, N. Y.	596,905
12.	St. Louis, Mo.	1,712,293	30.	Toledo, Ohio	849,824	46.	Omaha, Neb.	591,525
13.	Milwaukee, Wisc.	1,532,389				47.	Miami, Fla.	579,689
14.	Boston, Mass.	1,519,134	31.	Long Beach-Lakewood, Cal.	839,580	48.	Honolulu, Hawaii	575,814
16.	Pittsburgh, Pa.	1,388,903	32.	Memphis, Tenn.	818,876	49.	Oklahoma City, Okla.	553,709
16.	Seattle, Wash.	1,341,732	33.	Portland, Ore.	797,485	50.	Tulsa, Okla.	538,386
17.	Dallas, Tex.	1,339,618	34.	Norfolk-Portsmouth-South Norfolk, Va.	785,871	51.	Wichita, Kans.	482,070
18.	Buffalo, N. Y.	1,173,538						

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# Total Net Effective Buying Income, 200 Leading Cities—(Cont'd)

Rank	SM ESTIMATES CITY AND STATE	Net Effective Buying Income (\$000)	Rank	SM ESTIMATES CITY AND STATE	Net Effective Buying Income (\$000)	Rank	SM ESTIMATES CITY AND STATE	Net Effective Buying Income (\$000)
52.	Phoenix, Ariz.	469,173	102.	Trenton, N. J.	274,154	151.	Mount Vernon, N. Y.	182,873
53.	Richmond, Va.	462,227	103.	Dearborn, Mich.	273,571	152.	New Bedford, Mass.	181,381
54.	Hartford, Conn.	451,448	104.	Rockford, Ill.	272,040	153.	West Hartford, Conn.	180,829
55.	Yonkers, N. Y.	450,070	105.	Peoria, Ill.	268,103	154.	Wichita Falls, Tex.	180,870
56.	Des Moines, Iowa	442,783	106.	Lincoln, Neb.	263,035	155.	San Bernardino, Cal.	180,469
57.	Syracuse, N. Y.	441,935	107.	Fresno, Cal.	260,340	156.	Oak Park, Ill.	180,432
58.	El Paso, Tex.	423,908	108.	Newton, Mass.	257,542	157.	Saginaw, Mich.	180,246
59.	Sacramento, Cal.	421,598	109.	Evansville, Ind.	257,271	158.	San Mateo, Cal.	180,186
60.	Providence, R. I.	421,217	110.	Elizabeth, N. J.	257,140	159.	Quincy, Mass.	180,116
						160.	Springfield, Ill.	180,928
61.	Flint, Mich.	417,400	111.	Waterbury, Conn.	251,063			
62.	Worcester, Mass.	409,620	112.	Camden, N. J.	246,841	161.	Jackson, Miss.	180,292
63.	Tampa, Fla.	409,378	113.	Evanston, Ill.	242,370	162.	Roanoke, Va.	180,979
64.	Salt Lake City, Utah	408,884	114.	Canton, Ohio	238,070	163.	Somerville, Mass.	180,222
65.	Bridgeport, Conn.	392,150	115.	Bethesda, Md.	238,877	164.	Fall River, Mass.	180,049
66.	Spokane, Wash.	380,192	116.	Charleston-South Charleston, W. Va.	234,632	165.	Davenport, Iowa	180,311
67.	New Haven, Conn.	380,061	117.	East Orange, N. J.	233,353	166.	Stockton, Cal.	180,180
68.	Jacksonville, Fla.	379,300	118.	Upper Darby Township, Pa.	233,221	167.	Sioux City, Iowa	178,786
69.	South Bend-Mishawaka, Ind.	367,489	119.	Chattanooga, Tenn.	232,566	168.	Torrance, Cal.	178,585
70.	Grand Rapids, Mich.	367,412	120.	Reading, Pa.	231,787	169.	Champaign-Urbana, Ill.	177,617
						170.	Greenwich, Conn.	177,212
71.	Springfield, Mass.	361,570	121.	Rack Island-East Moline-Moline, Ill.	228,090	171.	Springfield, Mo.	146,581
72.	Youngstown, Ohio	357,429	122.	Allentown, Pa.	227,434	172.	Cedar Rapids, Iowa	174,311
73.	Albuquerque, N. M.	356,984	123.	Greensboro, N. C.	226,622	173.	Racine, Wisc.	174,278
74.	Gary, Ind.	351,516	124.	Stamford, Conn.	226,445	174.	Fort Lauderdale, Fla.	171,876
75.	Hammond-East Chicago, Ind.	342,998	125.	Tucson, Ariz.	221,361	175.	Columbia, S. C.	171,648
76.	Mobile-Prichard, Ala.	337,039	126.	Kansas City, Kans.	220,684	176.	Lowell, Mass.	171,591
77.	San Jose, Cal.	334,402	127.	Beaumont, Tex.	218,976	177.	Springfield, Ohio	169,744
78.	Shreveport, La.	329,548	128.	Schenectady, N. Y.	217,936	178.	Waco, Tex.	164,602
79.	St. Petersburg, Fla.	320,355	129.	Topeka, Kans.	213,655	179.	Norwalk, Conn.	164,265
80.	Fort Wayne, Ind.	318,208	130.	Scranton, Pa.	213,406	180.	Binghamton, N. Y.	163,701
81.	Austin, Tex.	318,010	131.	Montgomery, Ala.	212,361	181.	Bayonne, N. J.	163,135
82.	Newport News-Hampton, Va.	314,049	132.	Savannah, Ga.	209,140	182.	Huntington, W. Va.	162,972
83.	Baton Rouge, La.	311,857	133.	Brookline, Mass.	208,201	183.	Pentac, Mich.	162,950
84.	Passaic-Clifton, N. J.	310,871	134.	Lower Merion Township, Pa.	208,152	184.	Waterloo, Iowa	162,703
85.	Berkeley, Cal.	309,598	135.	Alexandria, Va.	206,893	185.	Manchester, N. H.	162,031
86.	Albany, N. Y.	307,759	136.	Columbus, Ohio	205,996	186.	Orlando, Fla.	161,657
87.	Charlotte, N. C.	306,026	137.	Knoxville, Tenn.	205,188	187.	St. Joseph, Mo.	160,690
88.	Pasadena, Cal.	301,654	138.	Lynn, Mass.	204,964	188.	Kalamazoo, Mich.	159,913
89.	Little Rock-N. Little Rock, Ark.	301,593	139.	Niagara Falls, N. Y.	203,596	189.	Odessa, Tex.	159,737
90.	Paterson, N. J.	300,403	140.	New Rochelle, N. Y.	202,171	190.	Decatur, Ill.	157,782
91.	Glendale, Cal.	294,776	141.	Duluth, Minn.	201,072	191.	Meriden-Wallingford, Conn.	156,920
92.	Tacoma, Wash.	289,989	142.	New Britain, Conn.	200,232	192.	Portland, Me.	156,282
93.	Nashville, Tenn.	289,716	143.	Santa Monica, Cal.	199,759	193.	Levittown, Pa.	156,245
94.	Corpus Christi, Tex.	289,178	144.	Cleveland Heights, Ohio	199,082	194.	Royal Oak, Mich.	155,562
95.	Erie, Pa.	284,750	145.	Lakewood, Ohio	197,882	195.	Pueblo, Colo.	155,486
96.	Lubbock, Tex.	282,804	146.	Burbank, Cal.	197,878	196.	Raleigh, N. C.	154,559
97.	Amarillo, Tex.	280,849	147.	Utica, N. Y.	194,754	197.	Cicero, Ill.	153,743
98.	Wilmington, Del.	278,852	148.	Harrisburg, Pa.	193,260	198.	Miami Beach, Fla.	153,590
99.	Cambridge, Mass.	277,783	149.	Winston-Salem, N. C.	193,236	199.	Alameda, Cal.	152,304
100.	Lansing, Mich.	276,279	180.	Pawtucket-Central Falls, R. I.	193,008	200.	Shaker Heights, Ohio	150,331
101.	Madison, Wisc.	275,040						

## Per Household Income, 200 Leading Cities

Rank	SM ESTIMATES CITY AND STATE	Per Household Income (\$000)	Rank	SM ESTIMATES CITY AND STATE	Per Household Income (\$000)	Rank	SM ESTIMATES CITY AND STATE	Per Household Income (\$000)
1.	Shaker Heights, Ohio	13,187	14.	Bethesda, Md.	10,886	28.	Menlo Park, Cal.	9,625
2.	East Lansing, Mich.	13,114	15.	Teaneck Township, N. J.	10,729	29.	New Rochelle, N. Y.	9,492
3.	Wilmette, Ill.	12,116	16.	Westfield, N. J.	10,620	30.	Wauwatosa, Wisc.	9,458
4.	West Hartford, Conn.	11,585	17.	Newton, Mass.	10,469			
5.	Lower Merion Township, Pa.	11,564	18.	Cleveland Heights, Ohio	10,368	31.	White Plains, N. Y.	9,450
6.	Greenwich, Conn.	11,507	19.	State College-Bellefonte, Pa.	10,361	32.	Ann Arbor, Mich.	9,401
7.	Cheltenham Township, Pa.	11,458	20.	Montclair, N. J.	10,234	33.	Ithaca, N. Y.	9,330
8.	Ridgewood, N. J.	11,328	21.	Haverford Township, Pa.	10,142	34.	West Orange, N. J.	9,314
9.	Brookline, Mass.	11,315	22.	Belmont, Mass.	10,105	35.	Elmhurst, Ill.	9,109
10.	Beverly Hills, Cal.	11,248	23.	Anchorage, Alaska	10,053	36.	Birmingham, Mich.	9,013
			24.	University Park, Tex.	10,050	37.	Nutley, N. J.	9,012
11.	Mt. Lebanon Township, Pa.	11,209	25.	Englewood, N. J.	10,016	38.	North Hempstead Township, N. Y.	8,922
12.	Maplewood Township, N. J.	11,135	26.	Park Ridge, Ill.	9,923	39.	Stamford, Conn.	8,915
13.	Evanston, Ill.	11,118	27.	Oak Park, Ill.	9,865	40.	Annapolis, Md.	8,897

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# Per Household Income, 200 Leading Cities—(Cont'd)

Rank	SM ESTIMATES CITY and STATE	Per Household Income (\$000)	Rank	SM ESTIMATES CITY and STATE	Per Household Income (\$000)	Rank	SM ESTIMATES CITY and STATE	Per Household Income (\$000)
41.	San Mateo, Cal.	8,794	94.	Palo Alto, Cal.	7,722	147.	Chester, Pa.	7,194
42.	Hempstead Township, N. Y.	8,793	95.	Elizabeth, N. J.	7,722	148.	Norristown, Pa.	7,189
43.	Champaign-Urbana, Ill.	8,750	96.	Waukegan, Ill.	7,715	149.	Oak Ridge, Tenn.	7,181
44.	Norwalk, Conn.	8,738	97.	Bloomfield, N. J.	7,712	150.	Joliet, Ill.	7,156
45.	Lakewood, Ohio	8,717	98.	Midland, Tex.	7,679	151.	Bayonne, N. J.	7,155
46.	South Euclid, Ohio	8,713	99.	Alexandria, Va.	7,663	152.	Decatur, Ga.	7,154
47.	Union Township, N. J.	8,707	100.	Highland Park, Mich.	7,647	153.	Natick, Mass.	7,150
48.	Plainfield, N. J.	8,614	101.	Dearborn, Mich.	7,642	154.	Bellaire, Tex.	7,143
49.	West Haven, Conn.	8,594	101.	Kirkwood, Mo.	7,642	155.	South Bend-Mishawaka, Ind.	7,136
50.	Bloomington, Ind.	8,538	103.	Medford, Mass.	7,626	156.	Lancaster, Pa.	7,136
51.	Mount Vernon, N. Y.	8,534	104.	Middletown, Conn.	7,596	157.	Boston, Mass.	7,135
52.	East Orange, N. J.	8,517	105.	Orange, N. J.	7,575	158.	Reno, Nev.	7,132
53.	Webster Groves, Mo.	8,439	106.	Des Plaines, Ill.	7,572	159.	Stockton, Cal.	7,122
54.	Altadena Township, Cal.	8,381	107.	Sacramento, Cal.	7,569	159.	Woburn, Mass.	7,122
54.	Fair Lawn, N. J.	8,381	108.	Parma, Ohio	7,556	161.	Cicero, Ill.	7,118
56.	Vallejo, Cal.	8,330	109.	Waterbury, Conn.	7,539	161.	Lorain, Ohio	7,118
57.	Upper Darby Township, Pa.	8,329	110.	Quincy, Mass.	7,525	163.	Peoria, Ill.	7,107
58.	Wilmington, Del.	8,302	111.	Stratford, Conn.	7,523	164.	Aurora, Ill.	7,106
59.	Framingham, Mass.	8,295	112.	Watertown, Mass.	7,515	165.	Wyandotte, Mich.	7,102
60.	Abington Township, Pa.	8,208	113.	Meriden-Wallingford, Conn.	7,508	166.	Morgantown, W. Va.	7,098
61.	Long Beach, N. Y.	8,202	114.	New London, Conn.	7,506	167.	Elgin, Ill.	7,084
62.	Maywood, Ill.	8,196	115.	Bakersfield, Cal.	7,502	168.	Schenectady, N. Y.	7,076
63.	Arlington, Mass.	8,195	115.	Irvine, N. J.	7,502	169.	Ferdale, Mich.	7,070
64.	Oyster Bay Township, N. Y.	8,168	117.	Belleville, N. J.	7,497	169.	Pottstown, Pa.	7,070
65.	Lake Charles, La.	8,129	118.	East Cleveland, Ohio	7,488	171.	Rockford, Ill.	7,066
66.	Rahway, N. J.	8,125	119.	South San Francisco, Cal.	7,478	172.	West Mifflin, Pa.	7,063
67.	Cambridge, Mass.	8,122	120.	Washington, D. C.	7,472	173.	Amsterdam, N. Y.	7,061
68.	Coral Gables, Fla.	8,121	121.	Northampton, Mass.	7,457	174.	Maple Heights, Ohio	7,049
69.	Melrose, Mass.	8,114	122.	Waltham, Mass.	7,454	175.	Alliquippa-Rochester-Beaver, Pa.	7,048
70.	Yonkers, N. Y.	8,109	123.	Daly City, Cal.	7,434	176.	East Providence, R. I.	7,045
71.	Linden, N. J.	8,103	124.	San Francisco, Cal.	7,398	177.	Hammond-East Chicago, Ind.	7,043
72.	Hartford, Conn.	8,076	125.	Passaic-Clifton, N. J.	7,387	178.	Bloomington-Normal, Ill.	7,030
73.	New Brunswick, N. J.	8,054	126.	Chicago, Ill.	7,384	179.	Columbus, Ohio	7,028
74.	Madison, Wisc.	8,042	127.	Redwood City, Cal.	7,380	180.	Binghamton, N. Y.	7,026
75.	New Britain, Conn.	8,041	128.	Royal Oak, Mich.	7,374	181.	Raleigh, N. C.	7,025
76.	Hackensack, N. J.	8,016	129.	Ventura, Cal.	7,357	182.	Greensboro, N. C.	7,016
77.	Newport, R. I.	7,996	130.	Garfield Heights, Ohio	7,352	183.	Stillwater, Okla.	7,014
78.	Woodbridge Township, N. J.	7,973	131.	Detroit, Mich.	7,342	184.	Wilkinsburg, Pa.	7,008
79.	University City, Mo.	7,968	132.	Toledo, Ohio	7,324	185.	Levittown-Fairless Hills, Pa.	7,007
80.	Berwyn, Ill.	7,944	133.	Columbia, Mo.	7,321	186.	Pittsfield, Mass.	7,005
81.	Iowa City, Iowa	7,886	134.	North Bergen Township	7,309	187.	Syracuse, N. Y.	6,993
82.	Trenton, N. J.	7,833	135.	Arcadia, Cal.	7,305	188.	Flint, Mich.	6,992
83.	Berkeley, Cal.	7,798	136.	Springfield, Mass.	7,304	189.	Hamtramck, Mich.	6,982
84.	Bridgeport, Conn.	7,796	137.	Park Forest, Ill.	7,293	190.	Somerville, Mass.	6,978
85.	Ames, Iowa	7,788	138.	Santa Clara, Cal.	7,291	191.	Kearny, N. J.	6,977
86.	Ravenna-Kent, Ohio	7,782	139.	Manchester, Conn.	7,281	192.	Youngstown, Ohio	6,967
87.	East Hartford, Conn.	7,774	140.	Newark, N. J.	7,278	193.	Worcester, Mass.	6,954
88.	Euclid, Ohio	7,768	141.	Allen Park, Mich.	7,277	194.	Eureka, Cal.	6,952
89.	Miami Beach, Fla.	7,757	142.	Wichita Falls, Tex.	7,275	195.	St. Louis Park, Minn.	6,949
90.	Braintree, Mass.	7,753	143.	Dayton, Ohio	7,236	196.	Weymouth, Mass.	6,946
91.	Skokie, Ill.	7,751	144.	Chicopee, Mass.	7,233	197.	Lansing, Mich.	6,942
92.	New Haven, Conn.	7,741	145.	New York, N. Y.	7,217	198.	Honolulu, Hawaii	6,938
93.	Bristol, Conn.	7,737	146.	Sharon-Farrell-Sharpville, Pa.	7,214	199.	Salem, Mass.	6,933
						200.	Denton, Tex.	6,925

## Total Retail Sales, 200 Leading Cities

Rank	SM ESTIMATES CITY and STATE	Total Retail Sales (\$000)	Rank	SM ESTIMATES CITY and STATE	Total Retail Sales (\$000)	Rank	SM ESTIMATES CITY and STATE	Total Retail Sales (\$000)
1.	New York, N. Y.	10,032,317	9.	Washington, D. C.	1,332,143	17.	Seattle, Wash.	970,065
2.	Chicago, Ill.	5,478,723	10.	Hempstead Township, N. Y.	1,304,522	18.	Minneapolis, Minn.	950,154
3.	Los Angeles, Cal.	3,703,397	11.	Houston, Tex.	1,269,946	19.	Atlanta, Ga.	949,935
4.	Philadelphia, Pa.	2,721,322	12.	St. Louis, Mo.	1,174,692	20.	Indianapolis, Ind.	880,609
5.	Detroit, Mich.	2,627,004	13.	San Francisco, Cal.	1,157,612	21.	Denver, Colo.	879,558
6.	Cleveland, Ohio	1,482,316	14.	Milwaukee, Wisc.	1,155,098	22.	Kansas City, Mo.	857,878
7.	Boston, Mass.	1,417,317	15.	Dallas, Tex.	1,152,271	23.	Buffalo, N. Y.	857,364
8.	Baltimore, Md.	1,396,944	16.	Pittsburgh, Pa.	1,056,575	24.	Cincinnati, Ohio	853,618

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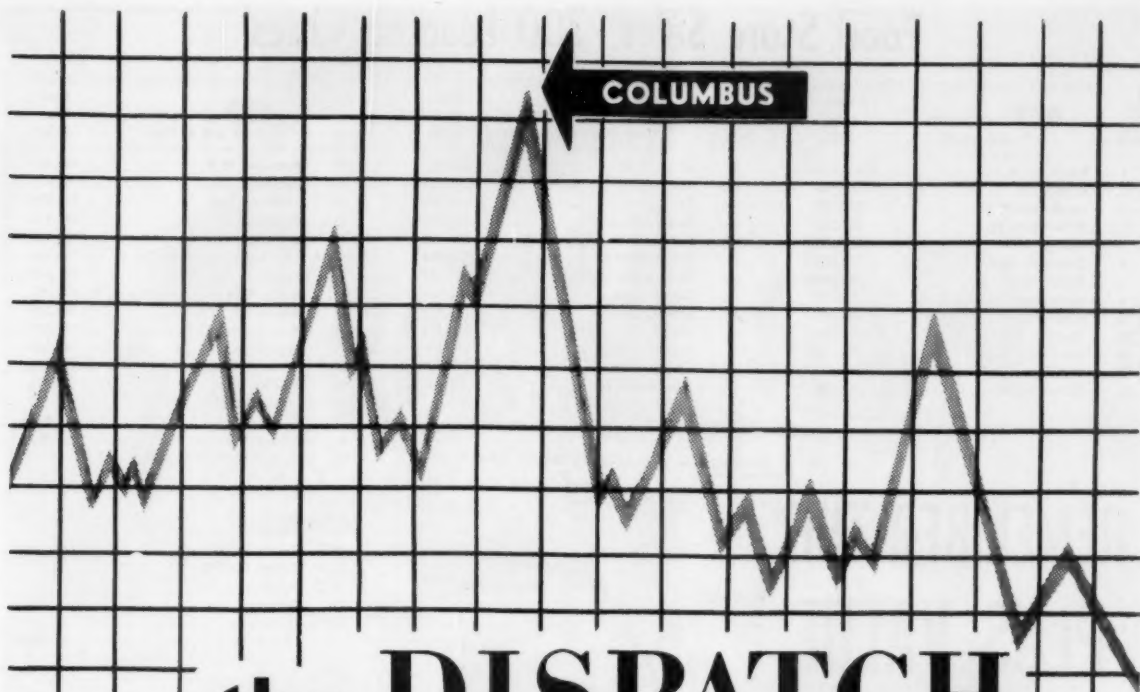
# Total Retail Sales, 200 Leading Cities—(Cont'd)

Rank	ESTIMATES CITY and STATE	Total Retail Sales (\$000)	Rank	ESTIMATES CITY and STATE	Total Retail Sales (\$000)	Rank	ESTIMATES CITY and STATE	Total Retail Sales (\$000)
25.	Miami, Fla.	849,242	82.	Tacoma, Wash.	254,132	141.	Saginaw, Mich.	158,508
26.	Columbus, Ohio	772,260	83.	Jersey City, N. J.	252,224	142.	Stamford, Conn.	157,195
27.	New Orleans, La.	744,982	84.	Fort Wayne, Ind.	247,975	143.	Beverly Hills, Cal.	157,061
28.	San Diego, Cal.	736,548	85.	Knoxville, Tenn.	247,067	144.	Duluth, Minn.	156,657
29.	Portland, Ore.	731,882	86.	Dearborn, Mich.	246,115	145.	Augusta, Ga.	156,588
30.	Newark, N. J.	667,792	87.	Albany, N. Y.	245,207	146.	Kansas City, Kans.	155,058
			88.	Chattanooga, Tenn.	244,126	147.	Miami Beach, Fla.	154,248
31.	Memphis, Tenn.	667,054	89.	Corpus Christi, Tex.	240,909	148.	Pensacola, Fla.	154,094
32.	Oakland, Cal.	654,838	90.	Paterson, N. J.	240,853	149.	Sioux City, Iowa	153,614
33.	Rochester, N. Y.	638,933				150.	Las Vegas, Nev.	153,028
34.	Long Beach-Lakewood, Cal.	635,867	91.	Hammond-East Chicago, Ind.	237,847			
35.	San Antonio, Tex.	626,671	92.	Greensboro, N. C.	234,963	151.	Scranton, Pa.	151,667
36.	Louisville, Ky.	612,999	93.	Tucson, Ariz.	234,878	152.	Elizabeth, N. J.	150,521
37.	Fort Worth, Tex.	593,790	94.	Bridgeport, Conn.	234,810	153.	Columbus, Ga.	149,470
38.	Jacksonville, Fla.	541,435	95.	Shreveport, La.	231,232	154.	Cedar Rapids, Iowa	149,430
39.	St. Paul, Minn.	532,121	96.	Charleston-South Charleston, W. Va.	228,210	155.	Berkeley, Cal.	149,073
40.	Dayton, Ohio	516,571	97.	Gary, Ind.	228,146	156.	Topeka, Kans.	149,054
			98.	Passaic-Clifton, N. J.	225,185	157.	Macon, Ga.	148,361
41.	Birmingham, Ala.	507,440	99.	Fort Lauderdale, Fla.	221,848	158.	Portland, Me.	148,099
42.	Norfolk-Portsmouth, Va.	502,286	100.	White Plains, N. Y.	220,583	159.	Waco, Tex.	147,273
43.	Oklahoma City, Okla.	486,146				160.	Utica, N. Y.	147,126
44.	Toledo, Ohio	475,299	101.	Austin, Tex.	218,338	161.	Waterbury, Conn.	146,351
45.	Phoenix, Ariz.	464,875	102.	Glendale, Cal.	218,956	162.	Davenport, Iowa	146,329
46.	Omaha, Neb.	460,100	103.	Rockford, Ill.	216,458	163.	Raleigh, N. C.	146,274
47.	Akron, Ohio	458,965	104.	Peoria, Ill.	215,729	164.	Greenville, S. C.	144,776
48.	North Hempstead Township, N. Y.	458,999	105.	Cambridge, Mass.	215,217	165.	Niagara Falls, N. Y.	144,515
49.	Sacramento, Cal.	454,794	106.	Lansing, Mich.	213,961	166.	Roanoke, Va.	144,473
50.	Tampa, Fla.	449,132	107.	Allentown, Pa.	211,557	167.	Riverside, Cal.	143,490
			108.	Bakersfield, Cal.	206,933	168.	Lexington, Ky.	143,232
51.	Richmond, Va.	442,007	109.	Harrisburg, Pa.	206,572	169.	Huntington, W. Va.	142,365
52.	Wichita, Kans.	395,804	110.	Canton, Ohio	202,955	170.	Binghamton, N. Y.	142,096
53.	Nashville, Tenn.	394,390						
54.	Tulsa, Okla.	389,708	111.	Erie, Pa.	202,460	171.	Pontiac, Mich.	140,996
55.	Syracuse, N. Y.	386,214	112.	Amarillo, Tex.	201,663	172.	Whittier, Cal.	139,939
56.	Salt Lake City, Utah	384,806	113.	Evansville, Ind.	200,572	173.	Charleston, S. C.	139,747
57.	Providence, R. I.	377,171	114.	Madison, Wisc.	200,367	174.	Brownsville-Harlingen-McAllen, Tex.	139,735
58.	Honolulu, Hawaii	364,668	115.	Yonkers, N. Y.	199,496	175.	Decatur, Ill.	139,389
59.	Hartford, Conn.	359,605	116.	Lubbock, Tex.	197,261	176.	Lancaster, Pa.	139,096
			117.	Montgomery, Ala.	194,435	177.	Evanston, Ill.	138,696
61.	Grand Rapids, Mich.	340,949	118.	San Bernardino, Cal.	194,341	178.	Upper Darby Township, Pa.	136,428
62.	Des Moines, Iowa	337,560	119.	Santa Ana, Cal.	191,209	179.	Atlantic City, N. J.	135,836
63.	San Jose, Cal.	337,428	120.	Savannah, Ga.	190,749	180.	Newton, Mass.	135,373
64.	Fresno, Cal.	312,968	121.	Newport News-Hampton, Va.	190,570			
65.	St. Petersburg, Fla.	309,342	122.	Compton, Cal.	189,296	181.	Quincy, Mass.	134,023
66.	Charlotte, N. C.	309,050	123.	Kalamazoo, Mich.	189,210	182.	Joliet, Ill.	133,306
67.	Worcester, Mass.	302,442	124.	Winston-Salem, N. C.	188,112	183.	Springfield, Ohio	133,022
68.	El Paso, Tex.	300,765	125.	Lincoln, Neb.	182,893	184.	Oyster Bay Township, N. Y.	131,588
69.	Albuquerque, N. M.	297,889	126.	Springfield, Ill.	179,100	185.	East St. Louis, Ill.	131,538
70.	Spokane, Wash.	297,561	127.	Columbia, S. C.	178,175	186.	Reno, Nev.	131,319
			128.	Camden, N. J.	177,462	187.	Culver City, Cal.	129,901
71.	Mobile-Prichard, Ala.	293,659	129.	Santa Monica, Cal.	176,239	188.	Springfield, Mo.	129,729
72.	Trenton, N. J.	291,401	130.	Stockton, Cal.	175,767	189.	Hackensack, N. J.	128,513
73.	Wilmington, Del.	288,181				190.	York, Pa.	128,171
74.	Youngstown, Ohio	286,961	131.	Reading, Pa.	174,333			
75.	Orlando, Fla.	277,063	132.	Colorado Springs, Colo.	171,259	191.	New Bedford, Mass.	127,993
76.	Springfield, Mass.	276,968	133.	Beaumont, Tex.	169,903	192.	Pueblo, Colo.	125,140
77.	Little Rock-North Little Rock, Ark.	271,296	134.	Jackson, Miss.	166,323	193.	Chester, Pa.	124,623
78.	Baton Rouge, La.	268,718	135.	Burbank, Cal.	167,057	194.	Eugene-Springfield, Ore.	124,398
79.	Pasadena, Cal.	262,412	136.	Rock Island-Moline-East Moline, Ill.	166,938	195.	Oak Park, Ill.	124,086
80.	New Haven, Conn.	261,512	137.	West Palm Beach, Fla.	165,519	196.	Lynn, Mass.	123,632
			138.	Inglewood, Cal.	162,524	197.	San Mateo, Cal.	122,965
81.	South Bend-Mishawaka, Ind.	259,620	139.	Schenectady, N. Y.	162,212	198.	Modesto, Cal.	122,119
			140.	Alexandria, Va.	159,742	199.	Manchester, N. H.	121,680
						200.	Lawrence, Mass.	121,647

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Power

# The Columbus Dispatch

# Food Store Sales, 200 Leading Cities

Rank	ESTIMATES CITY and STATE	Food Sales (\$000)
1.	New York, N. Y.	2,839,868
2.	Chicago, Ill.	1,178,568
3.	Los Angeles, Cal.	857,188
4.	Philadelphia, Pa.	827,734
5.	Detroit, Mich.	800,040
6.	Cleveland, Ohio	350,288
7.	Boston, Mass.	355,874
8.	Hempstead Township, N. Y.	355,822
9.	Baltimore, Md.	329,180
10.	Houston, Tex.	297,441
11.	San Francisco, Cal.	268,813
12.	Washington, D. C.	265,484
13.	Milwaukee, Wisc.	264,455

Rank	ESTIMATES CITY and STATE	Food Sales (\$000)
14.	St. Louis, Mo.	246,307
15.	Pittsburgh, Pa.	237,306
16.	Dallas, Tex.	231,426
17.	Seattle, Wash.	208,030
18.	Buffalo, N. Y.	200,335
19.	Cincinnati, Ohio	193,407
20.	Minneapolis, Minn.	187,183
21.	Denver, Colo.	185,463
22.	Atlanta, Ga.	180,929
23.	Miami, Fla.	160,543
24.	Columbus, Ohio	177,808
25.	Portland, Ore.	177,603
26.	Indianapolis, Ind.	171,584

Rank	ESTIMATES CITY and STATE	Food Sales (\$000)
27.	Rochester, N. Y.	160,067
28.	San Diego, Cal.	156,472
29.	Memphis, Tenn.	152,031
30.	Oakland, Cal.	149,166
31.	San Antonio, Tex.	146,748
32.	Long Beach-Lakewood, Cal.	145,995
33.	Louisville, Ky.	141,707
34.	North Hempstead Township, N. Y.	141,263
35.	Kansas City, Mo.	140,625
36.	New Orleans, La.	138,261
37.	Fort Worth, Tex.	136,065
38.	Newark, N. J.	135,323
39.	St. Paul, Minn.	123,919
40.	Jacksonville, Fla.	123,620

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**VAST MID-SOUTH  
TRADING AREA**

Population	578,500
No. of Families	164,530
Total Income	\$1,046,082,000
Total Retail Sales	\$783,280,000
Food Sales	\$185,803,000
Drug Sales	\$23,086,000
Gen. Mdse. Sales	\$97,648,000
Apparel Sales	\$50,211,000
Home Furn. Sales	\$33,344,000
Automotive Sales	\$149,830,000
Gas Station Sales	\$54,391,000

Population	2,607,736
No. of Families	702,005
Total Income	\$2,958,216,840
Total Retail Sales	\$2,074,917,200
Food Sales	\$514,043,860
Drug Sales	\$64,066,860
Gen. Mdse. Sales	\$224,794,560
Apparel Sales	\$126,283,640
Home Furn. Sales	\$91,712,720
Automotive Sales	\$404,343,260
Gas Station Sales	\$184,672,100

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41.	Dayton, Ohio	121,501
42.	Norfolk-Portsmouth-South Norfolk, Va.	110,555
43.	Birmingham, Ala.	116,711
44.	Akron, Ohio	109,311
45.	Oklahoma City, Okla.	107,793
46.	Toledo, Ohio	107,378
47.	Tampa, Fla.	105,435
48.	Sacramento, Cal.	102,182
49.	Richmond, Va.	97,531
50.	Omaha, Neb.	97,286
51.	Phoenix, Ariz.	93,758
52.	Honolulu, Hawaii	91,479
53.	Wichita, Kans.	85,027
54.	Syracuse, N. Y.	84,566
55.	Jersey City, N. J.	84,287
56.	San Jose, Cal.	82,424
57.	Flint, Mich.	81,614
58.	Tulsa, Okla.	79,479
59.	Salt Lake City, Utah	78,008
60.	Grand Rapids, Mich.	77,692
61.	Mobile-Prichard, Ala.	77,029
62.	Fresno, Cal.	76,434
63.	Nashville, Tenn.	76,061
64.	Worcester, Mass.	74,837
65.	Youngstown, Ohio	72,225
66.	Trenton, N. J.	70,996
67.	Des Moines, Iowa	70,883
68.	Spokane, Wash.	68,513
69.	El Paso, Tex.	68,500
70.	Yonkers, N. Y.	67,722
71.	Providence, R. I.	67,283
72.	Albuquerque, N. M.	66,174
73.	Glendale, Cal.	64,172
74.	Tucson, Ariz.	62,943
75.	Passaic-Clifton, N. J.	62,855
76.	Hartford, Conn.	62,597
77.	Tacoma, Wash.	62,080
78.	Springfield, Mass.	60,968
79.	Bridgeport, Conn.	60,747
80.	South Bend-Mishawaka, Ind.	60,304
81.	Gary, Ind.	59,980
82.	Little Rock-North Little Rock, Ark.	59,222
83.	Albany, N. Y.	59,001
84.	Hammond-East Chicago, Ind.	58,518
85.	Chattanooga, Tenn.	57,418
86.	Corpus Christi, Tex.	56,844
87.	St. Petersburg, Fla.	56,884
88.	Cambridge, Mass.	56,120
89.	Wilmington, Del.	55,855
90.	New Haven, Conn.	55,765
91.	Baton Rouge, La.	55,331
92.	Charleston-South Charleston, W. Va.	55,138
93.	Dearborn, Mich.	54,692
94.	Alexandria, Va.	54,316
95.	Charlotte, N. C.	53,899
96.	Paterson, N. J.	53,836
97.	Shreveport, La.	53,731
98.	Erie, Pa.	53,418
99.	Burbank, Cal.	53,306
100.	Newport News-Hampton, Va.	53,185

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NOVEMBER 10, 1959

## Food Store Sales, 200 Leading Cities—(Cont'd)

Rank	ESTIMATES CITY and STATE	Food Sales (\$000)	Rank	ESTIMATES CITY and STATE	Food Sales (\$000)	Rank	ESTIMATES CITY and STATE	Food Sales (\$000)
101.	Knoxville, Tenn.	52,558	135.	Elizabeth, N. J.	39,130	169.	Huntington, W. Va.	33,617
102.	Evansville, Ind.	50,210	136.	Winston-Salem, N. C.	38,889	170.	Upper Darby Township, Pa.	33,582
103.	Canton, Ohio	48,546	137.	Kalamazoo, Mich.	38,707			
104.	Austin, Tex.	48,508	138.	Utica, N. Y.	38,581	171.	West Allis, Wisc.	33,535
105.	Pasadena, Cal.	48,441	139.	White Plains, N. Y.	38,431	172.	Quincy, Mass.	33,157
106.	Schenectady, N. Y.	47,642	140.	Niagara Falls, N. Y.	38,295	173.	Berwyn, Ill.	33,078
107.	Reading, Pa.	47,280				174.	Riverside, Cal.	33,064
108.	Rockford, Ill.	46,932	141.	New Bedford, Mass.	38,146	175.	Saginaw, Mich.	32,928
109.	Oyster Bay Township, N. Y.	46,818	142.	Scranton, Pa.	38,019	176.	Decatur, Ill.	32,785
110.	Orlando, Fla.	46,102	143.	Duluth, Minn.	37,804	177.	Manchester, N. H.	32,708
			144.	Stockton, Cal.	37,501	178.	Richmond, Cal.	32,585
111.	Savannah, Ga.	46,031	145.	East St. Louis, Ill.	37,497	179.	Brownsville-Harlingen-McAllen, Tex.	32,486
112.	Allentown, Pa.	45,795	146.	Redondo Beach, Cal.	37,308	180.	Topeka, Kans.	32,098
113.	Santa Monica, Cal.	45,634	147.	Springfield, Ill.	37,181			
114.	Moline-East Moline, Ill.	44,742	148.	Norwalk, Conn.	37,175	181.	Troy, N. Y.	32,062
115.	Lansing, Mich.	43,834	149.	Lubbock, Tex.	37,110	182.	Lincoln, Neb.	31,882
116.	San Bernardino, Cal.	43,816	150.	Harrisburg, Pa.	36,979	183.	Binghamton, N. Y.	31,597
117.	Berkeley, Cal.	43,806				184.	Racine, Wisc.	31,537
118.	Peoria, Ill.	43,787	151.	Las Vegas, Nev.	36,802	185.	Greenville, S. C.	31,429
119.	Compton, Cal.	43,784	152.	Amarillo, Tex.	36,581	186.	Redwood City, Cal.	31,328
120.	Fort Wayne, Ind.	43,507	153.	Lynn, Mass.	36,428	187.	Miami Beach, Fla.	31,288
			154.	Joliet, Ill.	36,140	188.	Lancaster, Pa.	31,170
121.	Madison, Wisc.	43,087	155.	Columbia, S. C.	35,997	189.	Fall River, Mass.	31,161
122.	Bakersfield, Cal.	41,754	156.	Jackson, Miss.	35,802	190.	Green Bay, Wisc.	31,000
123.	Beaumont, Tex.	41,677	157.	Colorado Springs, Colo.	35,690			
124.	Newton, Mass.	41,557	158.	Waco, Tex.	35,189	191.	Lowell, Mass.	30,982
125.	Camden, N. J.	41,381	159.	Macon, Ga.	35,156	192.	Sioux City, Iowa	30,870
126.	Fort Lauderdale, Fla.	41,226	160.	Pontiac, Mich.	35,053	193.	Hawthorne, Cal.	30,811
127.	Whittier, Cal.	41,132				194.	San Mateo, Cal.	30,440
128.	Chester, Pa.	40,975	161.	Columbus, Ga.	34,987	195.	Davenport, Iowa	30,366
129.	Greensboro, N. C.	40,725	162.	Santa Ana, Cal.	34,777	196.	Roanoke, Va.	30,116
130.	Kansas City, Kans.	40,600	163.	Inglewood, Cal.	34,744	197.	Portland, Maine	30,089
			164.	West Palm Beach, Fla.	34,239	198.	Culver City, Cal.	29,987
131.	Augusta, Ga.	40,489	165.	Springfield, Ohio	34,190	199.	Lawrence, Mass.	29,963
132.	Montgomery, Ala.	40,209	166.	Pueblo, Colo.	34,188	200.	Charleston, S. C.	29,937
133.	Waterbury, Conn.	39,802	167.	Pensacola, Fla.	34,104			
134.	Stamford, Conn.	39,655	168.	Mansfield, Ohio	33,689			

## General Merchandise Store Sales, 200 Leading Cities

Rank	ESTIMATES CITY and STATE	Genl. Mds. Sales (\$000)	Rank	ESTIMATES CITY and STATE	Genl. Mds. Sales (\$000)	Rank	ESTIMATES CITY and STATE	Genl. Mds. Sales (\$000)
1.	New York, N. Y.	1,269,458	25.	Newark, N. J.	137,002	53.	Nashville, Tenn.	64,267
2.	Chicago, Ill.	1,267,317	26.	Fort Worth, Tex.	127,826	54.	N. Hempstead Township, N. Y.	64,105
3.	Los Angeles, Cal.	912,205	30.	Oakland, Cal.	127,132	55.	Sacramento, Cal.	63,986
4.	Philadelphia, Pa.	801,098				56.	Grand Rapids, Mich.	62,782
5.	Detroit, Mich.	431,846	31.	Hempstead Township, N. Y.	126,271	57.	Pasadena, Cal.	60,187
6.	Boston, Mass.	355,467	32.	St. Paul, Minn.	120,687	58.	Youngstown, Ohio	58,788
7.	Cleveland, Ohio	319,512	33.	Long Beach-Lakewood, Cal.	116,404	59.	Jacksonville, Fla.	58,432
8.	Baltimore, Md.	302,210	34.	Miami, Fla.	116,351	60.	Tampa, Fla.	58,105
9.	Pittsburgh, Pa.	290,642	35.	San Diego, Cal.	114,540			
10.	Atlanta, Ga.	265,198	36.	Rochester, N. Y.	107,049	61.	Tulsa, Okla.	58,008
			37.	Richmond, Va.	101,385	62.	Allentown, Pa.	57,821
11.	St. Louis, Mo.	248,485	38.	San Antonio, Tex.	100,406	63.	Spokane, Wash.	57,418
12.	Kansas City, Mo.	239,761	39.	Dayton, Ohio	97,792	64.	Phoenix, Ariz.	56,266
13.	Dallas, Tex.	238,551	40.	Louisville, Ky.	95,120	65.	Charlotte, N. C.	56,025
14.	Milwaukee, Wisc.	227,368				66.	Orlando, Fla.	55,116
15.	Minneapolis, Minn.	223,548	41.	Akron, Ohio	91,891	67.	El Paso, Tex.	54,839
16.	Seattle, Wash.	222,378	42.	Hartford, Conn.	89,256	68.	Wichita, Kans.	53,951
17.	Washington, D. C.	221,656	43.	Oklahoma City, Okla.	83,320	69.	Des Moines, Iowa	53,880
18.	Houston, Tex.	188,794	44.	Toledo, Ohio	81,740	70.	Trenton, N. J.	53,222
19.	San Francisco, Cal.	186,263	45.	Birmingham, Ala.	81,339			
20.	Indianapolis, Ind.	183,118	46.	Greensboro, N. C.	77,703	71.	Honolulu, Hawaii	51,866
			47.	Providence, R. I.	73,111	72.	Knoxville, Tenn.	51,349
21.	Denver, Colo.	173,699	48.	Norfolk-Portsmouth-S. Norfolk, Va.	70,524	73.	Fort Wayne, Ind.	51,283
22.	Cincinnati, Ohio	170,153	49.	Salt Lake City, Utah	70,425	74.	Springfield, Mass.	51,004
23.	New Orleans, La.	168,834	50.	Omaha, Neb.	67,515	75.	San Jose, Cal.	49,988
24.	Buffalo, N. Y.	157,280				76.	Little Rock-N. Little Rock, Ark.	47,074
25.	Portland, Ore.	154,199	51.	Syracuse, N. Y.	67,456	77.	Wilmington, Del.	44,547
26.	Columbus, Ohio	143,443	52.	St. Petersburg, Fla.	65,725	78.	Peoria, Ill.	44,208
27.	Memphis, Tenn.	140,955						

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SALES MANAGEMENT

# General Merchandise Store Sales, 200 Leading Cities—(Cont'd)

Rank	ESTIMATES CITY and STATE	Genl. Mdse. Sales (\$'000)	Rank	ESTIMATES CITY and STATE	Genl. Mdse. Sales (\$'000)	Rank	ESTIMATES CITY and STATE	Genl. Mdse. Sales (\$'000)
79.	Harrisburg, Pa.	44,017	121.	Tucson, Ariz.	26,119	161.	Waco, Tex.	22,380
80.	White Plains, N. Y.	42,912	122.	Shreveport, La.	27,826	162.	Plainfield, N. J.	22,370
81.	Flint, Mich.	42,339	123.	Albany, N. Y.	27,820	163.	Saginaw, Mich.	22,376
82.	Lincoln, Neb.	41,854	124.	Terre Haute, Ind.	27,612	164.	Quincy, Mass.	22,286
83.	Charleston-S. Charleston, W. Va.	41,362	125.	Davenport, Iowa	27,188	165.	Joliet, Ill.	21,973
84.	South Bend-Mishawaka, Ind.	40,946	126.	Montgomery, Ala.	27,134	166.	Park Forest, Ill.	21,696
85.	Albuquerque, N. M.	40,727	127.	Lakewood, Cal.	27,122	176.	Santa Monica, Cal.	21,671
86.	Tacoma, Wash.	40,573	128.	Camden, N. J.	27,061	168.	Frammingham, Mass.	21,563
87.	Worcester, Mass.	39,616	129.	Evansville, Ind.	26,929	169.	Kalamazoo, Mich.	21,536
88.	Fair Lawn, N. J.	39,580	130.	Canton, Ohio	26,723	170.	Stockton, Cal.	21,431
89.	Bridgeport, Conn.	39,544						
90.	Gary, Ind.	38,803	131.	Austin, Tex.	26,590	171.	Rock Island-Moline-East Moline, Ill.	20,566
91.	Paterson, N. J.	38,342	132.	Portland, Maine	26,496	172.	Green Bay, Wisc.	20,377
92.	Compton, Cal.	37,749	133.	Jackson, Miss.	26,336	173.	Champaign-Urbana, Ill.	20,196
93.	Lansing, Mich.	37,627	134.	Binghamton, N. Y.	26,261	174.	Topeka, Kans.	20,157
94.	Mobile-Prichard, Ala.	37,431	135.	Raleigh, N. C.	26,099	175.	Cedar Rapids, Iowa	20,148
95.	Baton Rouge, La.	37,411	136.	Glendale, Cal.	25,833	176.	Elgin, Ill.	20,104
96.	Bakersfield, Cal.	37,150	137.	San Mateo, Cal.	25,814	177.	Newport News-Hampton, Va.	19,824
97.	Cambridge, Mass.	35,745	138.	Hackensack, N. J.	25,804	178.	Charleston, S. C.	19,348
98.	Johnstown, Pa.	35,734	139.	Huntington, W. Va.	25,797	179.	Waukegan, Ill.	19,305
99.	Erie, Pa.	34,792	140.	Wheeling, W. Va.	25,405	180.	Lima, Ohio	19,202
100.	Chattanooga, Tenn.	34,593						
101.	Inglewood, Cal.	34,469	141.	Lexington, Ky.	25,382	181.	Oak Park, Ill.	18,863
102.	Fresno, Cal.	34,329	142.	Roanoke, Va.	25,190	182.	Boise, Idaho	18,832
103.	Corpus Christi, Tex.	34,203	143.	Savannah, Ga.	25,129	183.	Chester, Pa.	18,761
104.	Dearborn, Mich.	33,822	144.	Beverly Hills, Cal.	24,803	184.	Waterloo, Iowa	18,274
105.	San Bernardino, Cal.	32,843	145.	Augusta, Ga.	24,773	185.	Bethesda, Md.	18,203
106.	Hammond-East Chicago, Ind.	32,832	146.	Madison, Wisc.	24,151	186.	Aurora, Ill.	18,044
107.	New Haven, Conn.	32,177	147.	Amarillo, Tex.	23,914	187.	Utica, N. Y.	18,029
108.	Winston-Salem, N. C.	30,673	148.	Beaumont, Tex.	23,612	188.	Springfield, Mo.	17,769
109.	Wilkes-Barre, Pa.	30,669	149.	Macon, Ga.	23,534	189.	Yakima, Wash.	17,543
110.	Santa Ana, Cal.	30,551	150.	Fort Lauderdale, Fla.	23,225	190.	Sioux Falls, S. D.	17,427
111.	Lubbock, Tex.	29,742	151.	Highland Park, Mich.	22,844	191.	Warren, Ohio	17,376
112.	Duluth, Minn.	29,512	152.	Columbia, S. C.	22,922	192.	Muskogee, Mich.	17,371
113.	Greenville, S. C.	29,303	153.	Stamford, Conn.	22,838	193.	Elizabeth, N. J.	17,330
114.	Evanston, Ill.	29,259	154.	Schenectady, N. Y.	22,824	194.	Springfield, Ohio	17,230
115.	Lancaster, Pa.	28,993	155.	Columbus, Ga.	22,867	195.	Oshkosh, Wisc.	17,098
116.	Scranton, Pa.	28,966	156.	Pontiac, Mich.	22,628	196.	Niagara Falls, N. Y.	16,979
117.	Rockford, Ill.	28,934	157.	Brownsville-Harlingen-McAllen, Tex.	22,606	197.	Appleton-Neenah-Menasha, Wisc.	16,877
118.	Sioux City, Iowa	28,744	158.	York, Pa.	22,532	198.	Pensacola, Fla.	16,953
119.	Springfield, Ill.	28,309	159.	Asheville, N. C.	22,524	199.	Parkersburg, W. Va.	16,927
120.	Reading, Pa.	28,302	160.	Decatur, Ill.	22,487	200.	Santa Rosa, Cal.	16,822

# Furn.-House-Appliance Store Sales, 200 Leading Cities




Rank	ESTIMATES CITY and STATE	F-H-A Sales (\$'000)	Rank	ESTIMATES CITY and STATE	F-H-A Sales (\$'000)	Rank	ESTIMATES CITY and STATE	F-H-A Sales (\$'000)
1.	New York, N. Y.	686,821	21.	San Diego, Cal.	49,490	41.	San Jose, Cal.	28,904
2.	Chicago, Ill.	277,612	22.	Indianapolis, Ind.	48,214	42.	Fresno, Cal.	28,713
3.	Los Angeles, Cal.	260,969	23.	Newark, N. J.	46,996	43.	Dayton, Ohio	28,131
4.	Philadelphia, Pa.	150,729	24.	New Orleans, La.	45,477	44.	St. Paul, Minn.	28,125
5.	Detroit, Mich.	136,544	25.	Cincinnati, Ohio	42,952	45.	Toledo, Ohio	27,513
6.	Cleveland, Ohio	86,807	26.	Seattle, Wash.	42,776	46.	Omaha, Neb.	27,508
7.	Baltimore, Md.	78,142	27.	Kansas City, Mo.	40,883	47.	San Antonio, Tex.	26,054
8.	St. Louis, Mo.	77,076	28.	Atlanta, Ga.	40,197	48.	Birmingham, Ala.	26,044
9.	Houston, Tex.	76,642	29.	Sacramento, Cal.	40,144	49.	Oklahoma City, Okla.	25,680
10.	San Francisco, Cal.	76,231	30.	Dallas, Tex.	39,823	50.	Wichita, Kans.	24,144
11.	Hempstead Township, N. Y.	74,942	31.	Rochester, N. Y.	38,346	51.	Akron, Ohio	23,980
12.	Washington, D. C.	72,767	32.	Long Beach-Lakewood, Cal.	38,178	52.	Tampa, Fla.	23,840
13.	Milwaukee, Wisc.	65,536	33.	Columbus, Ohio	35,439	53.	Honolulu, Hawaii	22,632
14.	Pittsburgh, Pa.	63,056	34.	Norfolk-Portsmouth-South Norfolk, Va.	35,360	54.	Wilmington, Del.	22,522
15.	Boston, Mass.	62,858	35.	Phoenix, Ariz.	34,596	54.	Tulsa, Okla.	22,522
16.	Miami, Fla.	64,063	36.	Portland, Ore.	34,533	56.	Hartford, Conn.	22,229
17.	Minneapolis, Minn.	62,965	37.	Louisville, Ky.	31,845	57.	Salt Lake City, Utah	22,118
18.	Oakland, Cal.	61,503	38.	Jacksonville, Fla.	30,954	58.	Ft. Worth, Tex.	21,946
19.	Buffalo, N. Y.	51,187	39.	Memphis, Tenn.	29,712	59.	Paterson, N. J.	21,664
20.	Denver, Colo.	50,739	40.	Flint, Mich.	29,050	60.	Trenton, N. J.	21,182

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# Furn.-House.-Appliance Store Sales, 200 Leading Cities--(Cont'd)

F-H-A ESTIMATES CITY and STATE			F-H-A ESTIMATES CITY and STATE			F-H-A ESTIMATES CITY and STATE			F-H-A ESTIMATES CITY and STATE		
Rank		Sales (\$000)	Rank		Sales (\$000)	Rank		Sales (\$000)	Rank		Sales (\$000)
61.	Youngstown, Ohio.....	20,949	108.	Gary, Ind.....	13,197	154.	Riverside, Cal.....	8,590			
62.	Richmond, Va.....	20,898	109.	Austin, Tex.....	13,165	155.	Inglewood, Cal.....	9,522			
63.	Dearborn, Mich.....	20,390	110.	Bakersfield, Cal.....	13,049	156.	Compton, Cal.....	9,420			
64.	White Plains, N. Y.....	20,187				157.	Roanoke, Va.....	9,397			
65.	North Hempstead Township, N. Y.....	19,955	111.	North Miami, Fla.....	12,971	158.	Huntington, W. Va.....	9,274			
66.	El Paso, Tex.....	19,869	112.	Tucson, Ariz.....	12,776	159.	Greensboro, N. C.....	9,263			
67.	Nashville, Tenn.....	19,492	113.	Canton, Ohio.....	12,721	160.	Davenport, Iowa.....	9,136			
68.	Worcester, Mass.....	19,094	114.	Waterbury, Conn.....	12,672						
69.	New Haven, Conn.....	19,028	115.	Springfield, Ill.....	12,575	161.	Jackson, Miss.....	8,983			
70.	Fort Lauderdale, Fla.....	18,578	116.	San Bernardino, Cal.....	12,557	162.	Springfield, Mo.....	8,961			
			117.	Santa Ana, Cal.....	12,550	163.	Wheeling, W. Va.....	8,920			
71.	Bridgeport, Conn.....	18,545	118.	Scranton, Pa.....	12,544	164.	Las Vegas, Nev.....	8,845			
72.	Syracuse, N. Y.....	18,164	119.	Erie, Pa.....	12,469	165.	Beaumont, Tex.....	8,814			
73.	Grand Rapids, Mich.....	18,116	120.	Santa Monica, Cal.....	12,227	166.	Utica, N. Y.....	8,784			
74.	Pasadena, Cal.....	17,663				167.	Augusta, Ga.....	8,740			
75.	Providence, R. I.....	17,624	121.	Charleston-South Charleston, W. Va.....	12,029	168.	McKeesport, Pa.....	8,691			
76.	Cambridge, Mass.....	17,604	122.	Savannah, Ga.....	11,952	169.	Stamford, Conn.....	8,648			
77.	Baton Rouge, La.....	17,496	123.	Charleston, S. C.....	11,899	170.	Huntington Park, Cal.....	8,600			
78.	Des Moines, Iowa.....	17,454	124.	St. Petersburg, Fla.....	11,897						
79.	Albuquerque, N. M.....	17,432	125.	Yonkers, N. Y.....	11,863	171.	York, Pa.....	8,472			
80.	Mobile-Prichard, Ala.....	17,188	126.	Madison, Wisc.....	11,834	172.	Mount Vernon, N. Y.....	8,437			
			127.	Stockton, Cal.....	11,607	173.	Hackensack, N. J.....	8,351			
81.	Orlando, Fla.....	17,114	128.	Harrisburg, Pa.....	11,410	174.	Eugene-Springfield, Ore.....	8,262			
82.	Camden, N. J.....	16,900	129.	Winston-Salem, N. C.....	11,380	175.	Pueblo, Colo.....	8,235			
83.	Jersey City, N. J.....	16,874	130.	Knoxville, Tenn.....	11,337	176.	Lancaster, Pa.....	8,230			
84.	Rockford, Ill.....	16,783				177.	Bay City, Mich.....	8,220			
85.	Spokane, Wash.....	16,156	131.	Corpus Christi, Tex.....	11,257	178.	Kansas City, Kans.....	8,105			
86.	South Bend-Mishawaka, Ind.....	16,120	132.	Elizabeth, N. J.....	11,184	179.	St. Joseph, Mo.....	8,103			
87.	Tacoma, Wash.....	15,465	133.	Whittier, Cal.....	11,069	180.	Easton-Wilson (Pa.)-Phillipsburg (N. J.).....	8,068			
88.	Peoria, Ill.....	15,402	134.	Montgomery, Ala.....	11,059						
89.	West Palm Beach, Fla.....	15,342	135.	Colorado Springs, Colo.....	10,909	181.	Duluth, Minn.....	8,064			
90.	Chattanooga, Tenn.....	15,295	136.	Reading, Pa.....	10,895	182.	Binghamton, N. Y.....	8,001			
			137.	Beverly Hills, Cal.....	10,832	183.	San Mateo, Cal.....	7,990			
91.	Columbia, S. C.....	15,002	138.	Alhambra, Cal.....	10,761	184.	Racine, Wisc.....	7,936			
92.	Shreveport, La.....	14,324	139.	Rahway, N. J.....	10,634	185.	Waco, Tex.....	7,927			
93.	Newport News-Hampton, Va.....	14,259	140.	Columbus, Ga.....	10,514	186.	Schenectady, N. Y.....	7,918			
94.	Berkely, Cal.....	14,246				187.	New Bedford, Mass.....	7,846			
95.	Glendale, Cal.....	14,103	141.	Evanston, Ill.....	10,438	188.	Atlantic City, N. J.....	7,848			
96.	Albany, N. Y.....	14,005	142.	Pontiac, Mich.....	10,412	189.	Lansing, Mich.....	7,821			
97.	Fort Wayne, Ind.....	13,879	143.	Amarillo, Tex.....	10,343	190.	Billings, Mont.....	7,796			
98.	Charlotte, N. C.....	13,647	144.	Greenville, S. C.....	10,242						
99.	Evansville, Ind.....	13,608	145.	Lubbock, Tex.....	10,063	191.	Niagara Falls, N. Y.....	7,626			
100.	Springfield, Mass.....	13,589				192.	Green Bay, Wisc.....	7,607			
			146.	New Britain, Conn.....	10,048	193.	Lowell, Mass.....	7,591			
101.	Cedar Rapids, Iowa.....	13,507	147.	Appleton-Neenah-Menasha, Wisc.....	10,045	194.	Odessa, Tex.....	7,501			
102.	Kalamazoo, Mich.....	13,489	148.	Fall River, Mass.....	10,024	195.	Waterloo, Iowa.....	7,482			
103.	Pasala-Clifton, N. J.....	13,488	149.	Santa Barbara, Cal.....	9,945						
104.	Hammond-East Chicago, Ind.....	13,422	150.	Pensacola, Fla.....	9,869	196.	Saginaw, Mich.....	7,443			
						197.	Chester, Pa.....	7,437			
105.	Topeka, Kans.....	13,419	151.	Lincoln, Neb.....	9,767	198.	Durham, N. C.....	7,432			
106.	Allentown, Pa.....	13,234	152.	Norwalk, Conn.....	9,726	199.	Wilkes-Barre, Pa.....	7,429			
107.	Little Rock-North Little Rock, Ark.....	13,218	153.	Burbank, Cal.....	9,647	200.	Troy, N. Y.....	7,412			

## Automotive Store Sales, 200 Leading Cities

Rank	 ESTIMATES CITY and STATE	Auto Sales (\$000)	Rank	 ESTIMATES CITY and STATE	Auto Sales (\$000)	Rank	 ESTIMATES CITY and STATE	Auto Sales (\$000)	
1.	New York, N. Y. ....	784,394	10.	Washington, D. C. ....	203,068	19.	Minneapolis, Minn. ....	148,422	
2.	Chicago, Ill. ....	724,779	11.	St. Louis, Mo. ....	189,589	20.	Atlanta, Ga. ....	137,631	
3.	Los Angeles, Cal. ....	565,836				21.	Jacksonville, Fla. ....	137,146	
4.	Detroit, Mich. ....	505,063	12.	Miami, Fla. ....	189,037	22.	Kansas City, Mo. ....	135,889	
5.	Philadelphia, Pa. ....	337,654	13.	Baltimore, Md. ....	183,885	23.	Columbus, Ohio ....	134,596	
			14.	Indianapolis, Ind. ....	176,008	24.	San Diego, Cal. ....	134,467	
6.	Dallas, Tex. ....	256,295	15.	Milwaukee, Wisc. ....	173,101				
7.	Houston, Tex. ....	236,326	16.	Denver, Colo. ....	164,318	25.	Boston, Mass. ....	132,333	
8.	Hempstead Township, N. Y. ....	215,519	17.	San Francisco, Cal. ....	154,701	26.	Memphis, Tenn. ....	130,286	
9.	Cleveland, Ohio ....	209,129	18.	Cincinnati, Ohio ....	150,936	27.	Seattle, Wash. ....	124,342	

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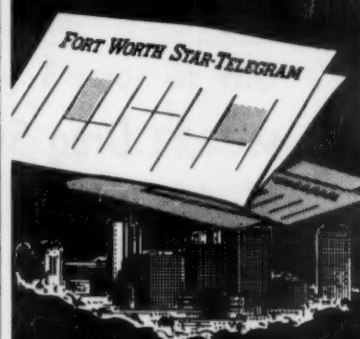


## Automotive Store Sales, 200 Leading Cities—(Cont'd)

Rank	ESTIMATES CITY and STATE	Auto Sales (\$000)	Rank	ESTIMATES CITY and STATE	Auto Sales (\$000)
28.	Pittsburgh, Pa.	123,337	87.	Wilmington, Del.	40,824
29.	Buffalo, N. Y.	119,301	96.	Kansas City, Kans.	40,444
30.	Fert Worth, Tex.	117,179	99.	Rockford, Ill.	40,430
			100.	Fresno, Cal.	40,177
31.	Birmingham, Ala.	115,739	101.	West Palm Beach, Fla.	39,809
32.	Louisville, Ky.	114,107	102.	Peoria, Ill.	39,289
33.	San Antonio, Tex.	113,929	103.	Tucson, Ariz.	38,961
34.	Portland, Ore.	113,445	104.	Kalamazoo, Mich.	38,915
35.	Long Beach-Lakewood, Cal.	110,887	105.	Austin, Tex.	38,391
36.	Rochester, N. Y.	106,587	106.	Columbia, S. C.	38,390
37.	New Orleans, La.	100,659	107.	Tacoma, Wash.	38,253
38.	Oakland, Cal.	96,732	108.	Jackson, Miss.	38,097
39.	Oklahoma City, Okla.	93,170	109.	Huntington Park, Cal.	37,948
40.	Tampa, Fla.	90,601	110.	New Haven, Conn.	37,519
41.	Omaha, Neb.	87,948	111.	Saginaw, Mich.	36,920
42.	Tulsa, Okla.	86,978	112.	Paterson, N. J.	36,132
43.	Norfolk-Portsmouth-South Norfolk, Va.	86,406	113.	Newport News-Hampton, Va.	35,899
44.	Dayton, Ohio	85,308	114.	Alexandria, Va.	35,388
45.	Toledo, Ohio	82,259	115.	Santa Ana, Cal.	35,318
46.	Flint, Mich.	81,066	116.	South Gate, Cal.	34,636
47.	Phoenix, Ariz.	80,868	117.	Canton, Ohio	34,167
48.	Wichita, Kans.	80,857	118.	Trenton, N. J.	33,948
49.	Akron, Ohio	79,761	119.	Bakersfield, Cal.	33,874
50.	Nashville, Tenn.	78,909	120.	Savannah, Ga.	33,863
51.	Newark, N. J.	78,010	121.	Harrisburg, Pa.	33,746
52.	Syracuse, N. Y.	76,311	122.	Lakewood, Ohio	33,713
53.	St. Paul, Minn.	75,997	123.	White Plains, N. Y.	33,605
54.	Salt Lake City, Utah	70,671	124.	San Bernardino, Cal.	33,595
55.	Des Moines, Iowa	69,118	125.	Beaumont, Tex.	33,350
56.	Sacramento, Cal.	68,339	126.	Greensboro, N. C.	33,266
57.	Orlando, Fla.	62,150	127.	Madison, Wisc.	33,249
58.	North Hempstead Township, N. Y.	61,305	128.	Cambridge, Mass.	33,082
59.	Richmond, Va.	60,364	129.	Yonkers, N. Y.	32,868
60.	Albuquerque, N. M.	59,115	130.	Winston-Salem, N. C.	32,726
61.	Little Rock-North Little Rock, Ark.	56,632	131.	Passaic-Clifton, N. J.	32,700
62.	Providence, R. I.	56,527	132.	Erie, Pa.	32,628
63.	Compton, Cal.	56,004	133.	Burbank, Cal.	31,436
64.	Grand Rapids, Mich.	55,761	134.	Gary, Ind.	31,347
65.	Mobile-Prichard, Ala.	55,244	135.	Rock Island-Moline-East Moline, Ill.	31,327
66.	El Paso, Tex.	54,361	136.	Santa Monica, Cal.	31,191
67.	Honolulu, Hawaii	53,848	137.	Sioux City, Iowa	30,775
68.	Baton Rouge, La.	53,751	138.	Augusta, Ga.	30,609
69.	Pasadena, Cal.	52,496	139.	Highland Park, Mich.	29,864
70.	Glendale, Cal.	51,623	140.	Waco, Tex.	29,655
71.	Charlotte, N. C.	51,293	141.	Colorado Springs, Colo.	29,051
72.	Fort Wayne, Ind.	50,293	142.	Decatur, Ill.	29,030
73.	Dearborn, Mich.	49,502	143.	Topeka, Kans.	28,871
74.	St. Petersburg, Fla.	48,831	144.	Springfield, Ill.	28,617
75.	Culver City, Cal.	48,406	145.	Evansville, Ind.	28,575
76.	Lansing, Mich.	48,111	146.	Inglewood, Cal.	28,429
77.	South Bend-Mishawaka, Ind.	47,996	147.	Las Vegas, Nev.	28,360
78.	Corpus Christi, Tex.	47,481	148.	Alhambra, Cal.	28,231
79.	Charleston-South Charleston, W. Va.	47,418	149.	Beverly Hills, Cal.	28,199
80.	San Jose, Cal.	47,241	150.	Camden, N. J.	27,870
81.	Hartford, Conn.	47,223	151.	Stockton, Cal.	27,721
82.	Amarillo, Tex.	46,539	152.	Riverside, Cal.	27,553
83.	Lubbock, Tex.	46,512	153.	New Rochelle, N. Y.	27,547
84.	Worcester, Mass.	46,457	154.	Columbus, Ga.	27,500
85.	Spokane, Wash.	44,629	155.	Brownsville-Harlingen-McAllen, Tex.	27,486
86.	Knoxville, Tenn.	44,092	156.	Cedar Rapids, Iowa	27,023
87.	Hammond-East Chicago, Ind.	43,891	157.	Raleigh, N. C.	27,015
88.	Albany, N. Y.	43,306	158.	Lincoln, Neb.	26,709
89.	Youngstown, Ohio	43,113	159.	Jersey City, N. J.	26,700
90.	Chattanooga, Tenn.	41,851	160.	Wichita Falls, Tex.	26,502
91.	Shreveport, La.	41,639	161.	West Allis, Wisc.	26,473
92.	Fort Lauderdale, Fla.	41,618	162.	Macon, Ga.	26,377
93.	Springfield, Mass.	41,569	163.	Allentown, Pa.	26,036
94.	Oak Park, Ill.	41,431	164.	Charleston, S. C.	25,872
95.	Montgomery, Ala.	41,248	165.	Birmingham, Mich.	25,865
96.	Pensacola, Fla.	40,850	166.	Reading, Pa.	25,464

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the  
**ONLY**  
Newspaper that  
**COVERS** the  
Rich FORT WORTH  
Metropolitan Area...



is the  
**FORT WORTH  
STAR-TELEGRAM**  
**86.5% DAILY (M&E)**

Comparison of Daily Circulations in the Fort  
Worth Metropolitan Area.\*

Fort Worth Star-Telegram	163,081
Fort Worth Press	44,965
Dallas News	5,076
Dallas Times Herald	2,155

Above Figures based on ABC Audit Report  
March 31, 1959

\*Sales Management Magazine now includes  
the 2-county area of Tarrant and Johnson  
Counties as the Standard Fort Worth Metro-  
politan Area.

**FORT WORTH  
STAR-TELEGRAM**

AMON C. CARTER, JR., President and  
National Advertising Director  
Largest Combined Daily Circulation in Texas  
Without the Use of Schemes, Premiums or Contests  
"Just A Good Newspaper"

## Automotive Store Sales, 200 Leading Cities—(Cont'd)

Rank	ESTIMATES CITY and STATE	Auto Sales (\$000)	Rank	ESTIMATES CITY and STATE	Auto Sales (\$000)	Rank	ESTIMATES CITY and STATE	Auto Sales (\$000)
167.	East Point, Ga.	25,323	178.	Odessa, Tex.	24,485	190.	Springfield, Ohio	23,683
168.	Reno, Nev.	25,254	179.	Billings, Mont.	24,386	191.	Midland, Tex.	23,512
169.	York, Pa.	25,245	180.	Hackensack, N. J.	24,389	192.	Upper Darby Township, Pa.	23,480
170.	Springfield, Mo.	25,127	181.	Palo Alto, Cal.	24,384	193.	Berkeley, Cal.	23,151
171.	Pueblo, Colo.	25,109	182.	Lancaster, Pa.	24,284	194.	Duluth, Minn.	23,109
172.	Greenville, S. C.	25,077	183.	Bridgeport, Conn.	24,230	195.	Rapid City, S. D.	22,938
173.	Royal Oak, Mich.	25,062	184.	Whittier, Cal.	24,226	196.	Huntington, W. Va.	22,857
174.	Boise, Idaho	24,857	185.	Pontiac, Mich.	24,173	197.	Casper, Wyo.	22,741
175.	Binghamton, N. Y.	24,726	186.	East St. Louis, Ill.	24,010	198.	Elizabeth, N. J.	22,700
176.	Evanston, Ill.	24,547	187.	East Hartford, Conn.	23,882	199.	Portland, Me.	22,621
177.	Davenport, Iowa	24,521	188.	Sioux Falls, S. D.	23,741	200.	Roanoke, Va.	22,596
			189.	Clearwater, Fla.	23,676			

## Drug Store Sales, 200 Leading Cities

Rank	ESTIMATES CITY and STATE	Drug Sales (\$000)	Rank	ESTIMATES CITY and STATE	Drug Sales (\$000)	Rank	ESTIMATES CITY and STATE	Drug Sales (\$000)
1.	New York, N. Y.	275,318	9.	Kansas City, Mo.	46,208	56.	Honolulu, Hawaii	14,578
2.	Chicago, Ill.	186,085	10.	Denver, Colo.	46,098	57.	Mobile-Prichard, Ala.	13,974
3.	Los Angeles, Cal.	130,496	11.	Indianapolis, Ind.	42,752	58.	Birmingham, Ala.	13,853
4.	Detroit, Mich.	122,623	12.	Houston, Tex.	41,616	59.	Charlotte, N. C.	13,605
5.	Philadelphia, Pa.	85,116	13.	St. Louis, Mo.	41,466	60.	Des Moines, Iowa	12,613
6.	Washington, D. C.	64,476	14.	Boston, Mass.	40,434	61.	Fresno, Cal.	12,444
7.	Baltimore, Md.	57,887	15.	Pittsburgh, Pa.	35,880	62.	North Hempstead Township, N. Y.	12,348
8.	Cleveland, Ohio	54,653	16.	Dallas, Tex.	35,666	63.	Providence, R. I.	12,302
			17.	San Francisco, Cal.	34,317	64.	San Jose, Cal.	11,550
			18.	New Orleans, La.	33,845	65.	Dearborn, Mich.	11,472
			19.	Milwaukee, Wisc.	33,797	66.	Reno, Nev.	11,026
			20.	Hempstead Township, N. Y.	32,042	67.	Albuquerque, N. M.	10,811
						68.	St. Petersburg, Fla.	10,727
			21.	Atlanta, Ga.	32,026	69.	Baton Rouge, La.	10,595
			22.	Minneapolis, Minn.	31,979	70.	Nashville, Tenn.	10,071
			23.	Seattle, Wash.	31,615	71.	Madison, Wisc.	9,992
			24.	Louisville, Ky.	27,875	72.	Spokane, Wash.	9,955
			25.	Columbus, Ohio	27,829	73.	Springfield, Mass.	9,946
			26.	Cincinnati, Ohio	27,513	74.	Wilmington, Del.	9,839
			27.	Miami, Fla.	26,951	75.	Syracuse, N. Y.	9,785
			28.	Buffalo, N. Y.	25,276	76.	Bridgeport, Conn.	9,708
			29.	Fort Worth, Tex.	25,183	77.	El Paso, Tex.	9,647
			30.	San Diego, Cal.	24,340	78.	Little Rock-N. Little Rock, Ark.	9,641
						79.	Worcester, Mass.	9,330
			31.	Oakland, Cal.	22,061	80.	Tucson, Ariz.	9,062
			32.	Rochester, N. Y.	21,322	81.	Miami Beach, Fla.	8,065
			33.	Long Beach-Lakewood, Cal.	19,851	82.	New Haven, Conn.	8,957
			34.	Oklahoma City, Okla.	19,642	83.	South Bend-Mishawaka, Ind.	8,829
			35.	Memphis, Tenn.	19,621	84.	Shreveport, La.	8,725
			36.	Toledo, Ohio	19,506	85.	Kalamazoo, Mich.	8,600
			37.	St. Paul, Minn.	19,437	86.	Evansville, Ind.	8,381
			38.	Phoenix, Ariz.	19,104	87.	Jersey City, N. J.	8,325
			39.	Tampa, Fla.	18,902	88.	Fort Lauderdale, Fla.	8,305
			40.	San Antonio, Tex.	18,617	89.	Fort Wayne, Ind.	8,211
						90.	Peoria, Ill.	8,134
			41.	Jacksonville, Fla.	18,433	91.	Orlando, Fla.	8,132
			42.	Dayton, Ohio	18,233	92.	Harrisburg, Pa.	8,086
			43.	Grand Rapids, Mich.	17,558	93.	Corpus Christi, Tex.	7,842
			44.	Norfolk-Portsmouth-South Norfolk, Va.	17,093	94.	Knoxville, Tenn.	7,821
			45.	Omaha, Neb.	16,931	95.	Gary, Ind.	7,776
			46.	Portland, Ore.	16,883	96.	Youngstown, Ohio	7,772
			47.	Wichita, Kans.	16,113	97.	Albany, N. Y.	7,761
			48.	Sacramento, Cal.	15,822	98.	Rockford, Ill.	7,699
			49.	Flint, Mich.	15,787	99.	Tacoma, Wash.	7,615
			50.	Salt Lake City, Utah	15,680	100.	Lincoln, Neb.	7,576
			51.	Newark, N. J.	15,424	101.	Austin, Tex.	7,541
			52.	Tulsa, Okla.	15,186	102.	Trenton, N. J.	7,470
			53.	Richmond, Va.	15,063	103.	Springfield, Ill.	7,442
			54.	Hartford, Conn.	14,953	104.	Pasadena, Cal.	7,429
			55.	Akron, Ohio	14,874			



Give your New England sales a healthy jump! Just one buy—the Pawtucket Times—blankets 86% of Pawtucket-Central Falls, R.I.'s 2nd largest market. Effective Buying Income exceeds \$193 million.\* And no other newspaper provides effective advertising coverage.

(\*SM '59 Survey)

### Pawtucket Times

PAWTUCKET, RHODE ISLAND

Represented Nationally by

GILMAN, NICOLL & RUTHMAN

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## Drug Store Sales, 200 Leading Cities—(Cont'd)

Rank	ESTIMATES CITY and STATE	Drug Sales (\$000)	Rank	ESTIMATES CITY and STATE	Drug Sales (\$000)	Rank	ESTIMATES CITY and STATE	Drug Sales (\$000)
105.	Amarillo, Tex.	7,417	177.	Stamford, Conn.	4,728	189.	Lower Merion Township, Pa.	4,539
106.	San Bernardino, Cal.	7,346	178.	Huntington, W. Va.	4,719	190.	Lafayette-West Lafayette, Ind.	4,533
107.	Charleston-South Charleston, W. Va.	7,130	179.	Riverside, Cal.	4,692	191.	Champaign-Urbana, Ill.	4,529
108.	Lansing, Mich.	7,056	181.	Modesto, Cal.	4,688	192.	Waterbury, Conn.	4,524
109.	Portland, Me.	7,043	182.	Wyandotte, Mich.	4,685	193.	Binghamton, N. Y.	4,499
110.	Colorado Springs, Colo.	7,020	183.	Birmingham, Mich.	4,671	194.	Greenville, S. C.	4,489
111.	Alexandria, Va.	7,000	184.	Oak Park, Ill.	4,631	195.	Daytona Beach, Fla.	4,481
112.	Paterson, N. J.	6,942	185.	New Bedford, Mass.	4,628	196.	Augusta, Ga.	4,400
113.	Glendale, Cal.	6,906	186.	Wichita Falls, Tex.	4,624	197.	Whittier, Cal.	4,368
114.	Bakersfield, Cal.	6,875	187.	South Gate, Cal.	4,619	198.	Salem, Ore.	4,367
115.	Kansas City, Kans.	6,861	188.	Schenectady, N. Y.	4,596	199.	Niagara Falls, N. Y.	4,349
116.	Hammond-East Chicago, Ind.	6,782				200.	Reading, Pa.	4,347
117.	Santa Ana, Cal.	6,724						
118.	Saginaw, Mich.	6,628						
119.	Newton, Mass.	6,482						
120.	Winston-Salem, N. C.	6,422						
121.	Canton, Ohio.	6,384						
122.	Stockton, Cal.	6,377						
123.	Chattanooga, Tenn.	6,252						
124.	Savannah, Ga.	6,223						
125.	Springfield, Mo.	6,195						
126.	Rock Island-Moline-East Moline, Ill.	6,167						
127.	Berkeley, Cal.	6,153						
128.	Beverly Hills, Cal.	6,105						
129.	Huntington Park, Cal.	6,094						
130.	Cedar Rapids, Iowa	6,089						
131.	Newport News-Hampton, Va.	6,068						
132.	Burbank, Cal.	6,023						
133.	Upper Darby Township, Pa.	5,991						
134.	Waco, Tex.	5,980						
135.	Jackson, Miss.	5,946						
136.	Las Vegas, Nev.	5,911						
137.	West Palm Beach, Fla.	5,870						
138.	Pawtucket-Central Falls, R. I.	5,867						
139.	Montgomery, Ala.	5,773						
140.	Inglewood, Cal.	5,736						
141.	Topeka, Kans.	5,725						
142.	Santa Monica, Cal.	5,713						
143.	St. Joseph, Mo.	5,679						
144.	Lexington, Ky.	5,647						
145.	Beaumont, Tex.	5,593						
146.	Davenport, Iowa	5,589						
147.	Yonkers, N. Y.	5,569						
148.	Erie, Pa.	5,525						
149.	Macon, Ga.	5,507						
150.	Lubbock, Tex.	5,506						
151.	Greensboro, N. C.	5,466						
152.	Roanoke, Va.	5,417						
153.	Columbia, S. C.	5,399						
154.	Cambridge, Mass.	5,396						
155.	Hobbs, N. M.	5,363						
156.	Ann Arbor, Mich.	5,284						
157.	Passaic-Clifton, N. J.	5,214						
158.	Asheville, N. C.	5,177						
159.	Joliet, Ill.	5,171						
160.	Raleigh, N. C.	5,120						
161.	Atlantic City, N. J.	5,115						
162.	Sioux City, Iowa	5,114						
163.	Jackson, Mich.	5,105						
164.	Duluth, Minn.	5,046						
165.	Allentown, Pa.	5,042						
166.	Columbus, Ga.	5,026						
167.	Aurora, Ill.	5,012						
168.	Santa Barbara, Cal.	5,007						
169.	Tyler, Tex.	4,891						
170.	Springfield, Ohio	4,873						
171.	Charleston, S. C.	4,825						
172.	Elizabeth, N. J.	4,820						
173.	Pensacola, Fla.	4,815						
174.	Pontiac, Mich.	4,798						
175.	Lynn, Mass.	4,780						
176.	Racine, Wisc.	4,771						

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**The Big Buying Power in the**

**PATERSON  
PASSAIC  
CLIFTON  
MARKET**

Is  
Concentrated  
in

**BERGEN COUNTY**



	TOTAL MARKET Passaic and Bergen Counties	BERGEN CO. ALONE	% IN BERGEN COUNTY
Population	1,116,000	740,000	66%
Net Effective Buying Income	\$2,644,002,000	\$1,835,389,000	69%
Total Retail Sales	1,580,382,000	907,382,000	63%
Food	456,556,000	291,134,000	63%
Gen'l. Merch.	302,306,000	140,171,000	46%
Automotive	226,985,000	136,837,000	60%
Gas Station	106,508,000	78,467,000	74%
Drug	41,364,000	26,502,000	64%

## Bergen Evening Record

### Sells The Big Two-Thirds ... And At Economy Rates

According to the ABC Report, of March 31, 1959, The Bergen Evening Record's circulation was 91,360 ... thorough coverage of Hackensack's ABC city zone population of 323,785 and penetrating coverage throughout Bergen County. The two

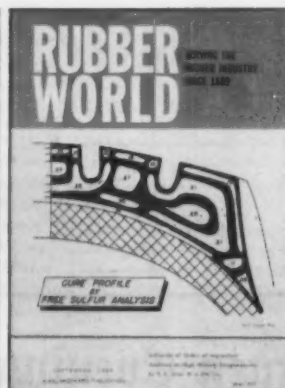
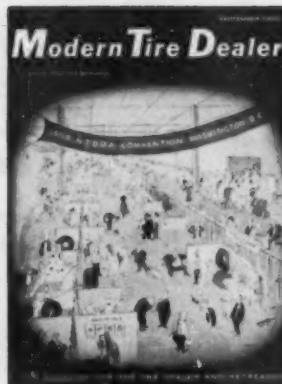
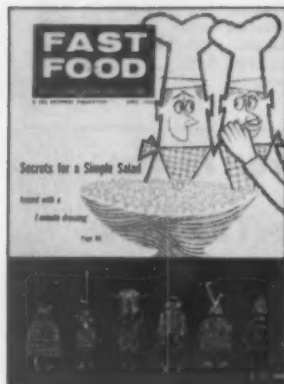
other newspapers in the market have a combined circulation of 119,916 concentrated in Passaic County. The cost ... 32c a line in the Record and 57c for the other two. Little more than half the money buys you coverage of twice the sales potential!

### Bergen Evening Record

CIRCULATION NOW OVER 90,000

Nationally Represented by WARD-GRIFFITH COMPANY, INC.

# Our Business





# is Your Business

Your primary business—as a sales and marketing executive—is influencing your old and new customers on the merits of your goods and services.

Our primary business—as specialized and selective, quality business magazines—is fulfilling editorially the business needs and desires of our readers (your customers).

This focus on a common target is the fundamental mission and responsibility of all good business magazines. And it is why such business magazines are the most effective, direct, efficient, selective, ideal-climate medium yet devised for your sales and advertising investment.

## **BILL BROTHERS PUBLICATIONS**

630 Third Avenue • New York 17, New York  
YUkon 6-4800

333 North Michigan Avenue • Chicago 1, Ill.  
STate 2-1266

# Canadian Markets Section

## ADDITIONAL DATA

### Published for the First Time

**Sales and advertising executives will find in this "Marketing on the Move" issue new data on local Canadian markets. As a result of this development, the Canadian section of the May 10 Survey of Buying Power will carry from now on the same full range of data that we have been publishing for U. S. markets.**

Here we present local marketing data on income distribution and retail sales for Canadian areas—data which have never been developed before. Thus we make available for Canadian counties (or census divisions), cities and metropolitan areas the full range of data now available for markets in the United States through Sales Management's Survey of Buying Power.

Breakdowns of households by income groups on a regional basis represent an important research tool because the demand for most common goods and services varies directly with the income class of the potential consumer. In the U. S. this kind of information has been available for the past six years as a result of the large store of data on income distribution collected in the 1950 Census of Income. This census was, and remains, the benchmark on which we base our current estimates of U. S. regional distribution of income, as published in Sales Management's annual Survey of Buying Power.

In response to the demand of marketing people in Canada as well as in the U. S., we have finally succeeded in developing comparable income distributions for Canada, based mainly on data on taxable income released by the Canadian Department of National Revenue and on data on the distribution of non-farm income in Canada released by the Dominion Bureau of Statistics.

However, a considerable amount of adjustment, estimation, and graduation of income classes, was necessary in order to shift the definition of income to conform with that of "net effective cash buying income" used in the Survey of Buying Power, and to emerge with city, county (or census division) and province distributions that check with what we know to be true of Canada as a whole.

The distribution of income in Canadian markets is not too dissimilar from that in U. S. markets, with a somewhat smaller representation in the higher income groups. This is in

accordance with Canada's somewhat lower average income, although marketing executives are aware of the slightly higher value of the Canadian dollar.

Nevertheless, it is evident from a close study of the figures presented here that the urban areas of Canada offer the same income potential for consumer goods as one finds in urban areas of the States, thus confirming the desirability of our attempt to treat Canadian markets exactly as we do markets in the U. S.

Data published here relate to the year 1958, and conform in general to the estimates published in Sales Management's 1959 Survey of Buying Power. However, county (or census division) and city income totals have been revised slightly. The income total presented here differs in concept from the income total published in our recent May 10 Survey of Buying Power. Here we show cash income accruing to households only, corresponding to the new concept of

SALES MANAGEMENT

*how the English-speaking section of*

## ***The Canadian Market***

*is covered by the Star Weekly*

IMPORTANT! First, when considering the Star Weekly, bear in mind that it is the *only* national publication sold as your product is sold—singly . . . on demand . . . for cash. This means the Star Weekly offers you a unique “no waste” coverage to sell your product in volume at low cost.

The Star Weekly's distribution matches the distribution of your product. Its mass circulation is evenly spread amongst urban and rural areas, covering every socio-economic level.

	TOTAL FAMILIES	ENGLISH FAMILIES	STAR WEEKLY CIRCULATION	PERCENT COVERAGE
British Columbia	406,065	405,666	106,467	26.2%
Alberta	308,628	303,138	112,222	37.0
Saskatchewan	242,060	234,701	63,645	27.1
Manitoba	221,494	212,570	50,693	23.8
Ontario	1,450,435	1,398,257	479,229	34.3
Quebec	1,103,634	248,948	61,537	24.7
New Brunswick	127,860	94,747	31,137	32.8
Nova Scotia	172,147	167,984	42,269	25.2
Prince Edward Island	23,112	22,014	5,647	25.6
Newfoundland	85,680	85,680	7,777	9.1
All Other			57,524	
<b>Total</b>	<b>4,141,115</b>	<b>3,173,705</b>	<b>1,018,147</b>	<b>30.3%*</b>

Families: Canada Post Office Figures 1958  
\*Does not include "All other"

The distribution of circulation shown above is that shown in paragraph 1(a) of the Publisher's Statement to the Audit Bureau of Circulations for the 6 months ending March 31, 1959

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cash household income introduced in the 1959 Survey of Buying Power. We also show for the first time, county (or census division) and city estimates of percentages of households falling into each of five income groups, and their corresponding income percentages.

To complete the statistical picture we also show for the first time estimates of sales for Canadian counties (or census divisions) and cities in four more retail categories corresponding to the U. S. Census Bureau practice and carried over into our Survey of Buying Power: namely, Eating and Drinking Place Sales; Apparel Store Sales; Lumber, Building Material and Hardware Store Sales, and Gasoline Service Station Sales.

Here, we found it necessary to perform a considerable number of adjustments to the basic DBS census data, since the DBS sales categories often differ in definition from the U. S. census definitions. The same definitions now apply on both sides of the border:

The Eating and Drinking Places group includes retail establishments selling prepared foods and drinks for consumption on the premises, luncheon counters, and refreshment stands selling prepared foods and drinks for immediate consumption. Restaurants and luncheon counters operated as leased departments within other retail businesses are treated as part of the establishment in which they are located. However, restaurants and

luncheon counters operated as leased departments or concessions in businesses other than retail are included in this classification as eating and drinking places.

The Apparel group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment. Custom tailors carrying stocks of material and furriers are also included in this group.

The Gasoline Service group is comprised of establishments primarily engaged in selling gasoline and other lubricating oils. These establishments often carry other lines of merchandise or perform other services and repair work.

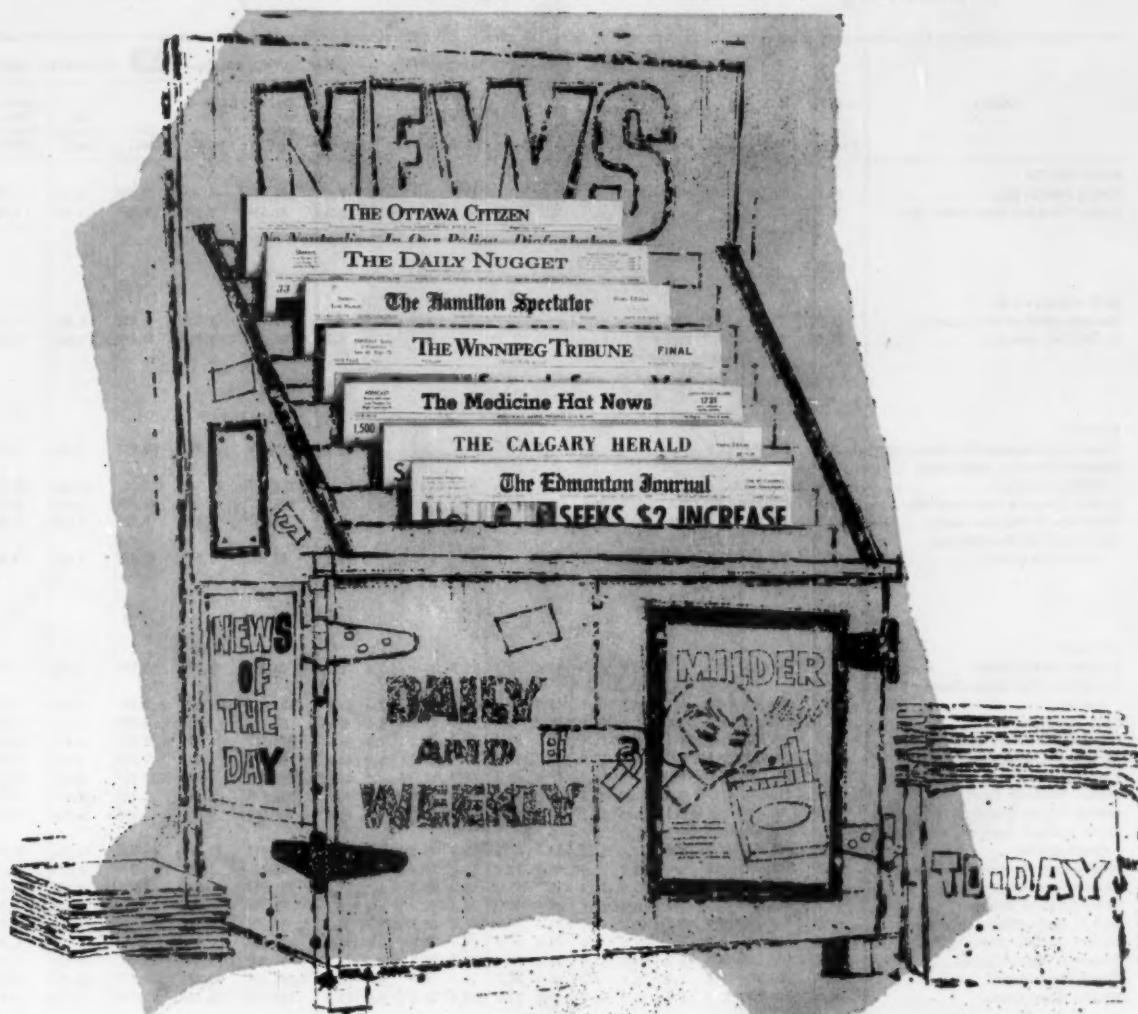
The Lumber, Building Materials and Hardware group includes lumber yard and retail establishments primarily engaged in selling lumber, shingles, woodwork and other millwork, building materials dealers primarily engaged in selling material other than lumber and millwork, such as brick and tile, cement, sand, gravel, lime, wallboard and rough materials, and hardware stores primarily engaged in selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, houseware and household appliances, cutlery and rough materials. These establishments may also sell farm implements, but they all sell locally and primarily at retail to home owners, farmers and special trade contractors—not at wholesale.

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In future May 10 Surveys of Buying Power, we intend to offer exactly the same categories of data for Canadian markets as we have been providing for U. S. markets. Thus, to make the Survey of Buying Power more useful to our readers, we will supply more uniform yardsticks for measuring all markets on both sides of the border.

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THE WINNIPEG TRIBUNE  
THE EDMONTON JOURNAL  
THE VANCOUVER PROVINCE\*

\*Published for Pacific Press Ltd.

# Summary of Data for Metropolitan County Areas

AREAS	Households (thousands)	NET CASH INCOME— <i>SM</i> ESTIMATES, 1958										RETAIL SALES— <i>SM</i> ESTIMATES, 1958					
		Net Cash Income (\$000)	Income Breakdown of Households						Total Retail Sales (\$000)	Eating & Drink. Places (\$000)	Apparel (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwrs. (\$000)				
			\$0-2,499 % Holds. Inc.	% Inc.	\$2,500-3,999 % Holds. Inc.	% Inc.	\$4,000-5,999 % Holds. Inc.	% Inc.						\$7,000-9,999 % Holds. Inc.	% Inc.	\$10,000 & over % Holds. Inc.	% Inc.
NOVA SCOTIA																	
Halifax (Halifax Co.)	46.1	203,957	24.9	8.1	25.2	18.7	36.4	43.4	11.5	22.2	2.9	7.8	169,516	5,364	9,908	4,174	5,789
Sydney-Glace Bay (Cape Breton Co.)	26.2	123,539	14.2	4.4	22.2	15.6	52.0	58.2	10.9	20.5	.7	2.4	96,514	3,215	9,856	3,227	7,952
NEW BRUNSWICK																	
Moncton (Westmoreland County)	19.6	77,512	28.5	10.1	26.7	21.5	34.9	48.1	8.6	18.0	1.3	5.3	72,598	1,629	4,051	2,953	1,731
St. John (St. John Co.)	21.0	81,056	32.0	11.8	27.2	22.4	31.5	41.8	7.4	15.9	1.9	8.3	80,293	1,813	6,972	1,844	2,447
QUEBEC																	
Chicoutimi-Jeniqueres (Chicoutimi County)	25.6	128,014	14.4	4.0	24.8	15.8	43.0	44.0	14.1	23.4	3.7	12.8	73,274	1,411	9,075	1,875	1,322
Montreal (Montreal, Jesus Island, Chambly Counties)	470.6	2,699,182	13.3	3.2	23.3	12.9	41.3	36.8	14.1	20.3	8.0	26.8	1,799,717	99,510	153,223	45,054	89,279
Quebec (Quebec & Levis Counties)	74.9	353,355	20.8	6.2	29.8	20.1	34.5	37.5	10.0	17.4	4.9	16.8	286,537	10,008	24,093	7,641	8,126
Sherbrooke (Sherbrooke County)	17.5	81,173	19.6	6.0	29.4	20.1	37.2	41.0	9.7	17.3	4.1	15.6	55,717	1,925	7,229	2,488	1,330
Shawinigan Falls-Trois Rivières (St. Maurice County)	23.7	117,461	16.4	4.6	26.3	16.8	39.9	41.2	13.1	21.9	4.3	15.5	93,821	3,263	10,475	1,487	7,464
ONTARIO																	
Brantford (Brant County)	22.8	117,400	14.2	4.1	22.7	14.7	48.4	50.3	10.9	18.2	3.8	12.7	74,003	2,322	5,796	2,626	4,834
Fort William-Port Arthur (Thunder Bay County)	32.9	175,564	14.8	4.1	20.9	13.2	45.3	45.8	15.4	25.1	3.8	11.8	113,659	4,048	7,019	2,350	2,887
Guelph (Wellington County)	21.1	100,061	21.0	6.6	24.6	17.5	42.1	48.2	9.5	17.6	2.8	10.1	68,764	2,107	5,090	2,447	5,064
Hamilton (Westworth County)	96.7	486,821	11.8	3.1	19.5	11.4	47.3	44.9	16.5	25.2	4.9	15.4	312,273	14,799	22,213	11,851	16,308
Kingston (Frontenac County)	20.5	99,381	22.8	7.0	24.3	16.9	39.1	43.8	10.1	18.3	3.9	14.0	68,423	2,149	6,250	1,970	4,251
Kitchener (Waterloo County)	42.0	219,988	15.5	4.4	23.2	14.9	47.2	49.0	9.5	16.0	4.6	15.7	154,430	4,479	12,283	5,949	12,975
London (Middlesex County)	54.9	298,337	15.9	4.4	21.5	13.3	44.2	44.3	13.4	21.6	5.0	16.4	207,740	5,614	14,708	8,301	12,005
Oshawa (Ontario County)	31.5	180,831	13.1	3.4	18.9	11.1	44.7	42.4	16.6	26.4	4.7	14.7	107,029	2,618	5,956	3,826	9,152
Ottawa (Carleton County, Ontario & Hull County, Quebec)	100.8	562,955	17.5	4.6	22.1	13.1	38.8	37.2	15.3	23.7	6.3	21.4	363,913	14,912	23,923	11,556	16,961
Peterborough (Peterborough County)	18.7	87,061	15.0	4.3	22.2	14.4	46.9	49.1	12.7	21.4	3.2	10.8	68,426	1,664	4,678	3,571	5,465
St. Catharines (Lincoln County)	33.0	181,974	13.9	3.8	20.3	12.4	45.7	45.0	15.9	25.3	4.2	13.5	101,019	2,780	7,023	3,940	5,075
Sarnia (Lambton County)	27.7	153,250	13.6	3.7	19.4	11.7	45.1	44.3	18.4	29.2	3.5	11.1	77,764	2,345	4,362	4,151	4,869
Sault Ste. Marie (Algoma County)	21.0	115,494	12.0	3.2	19.4	11.8	47.5	46.6	17.8	28.1	3.3	10.3	76,976	3,273	6,744	2,207	5,087
Sudbury (Sudbury County)	35.7	213,482	9.6	2.4	16.0	9.0	46.4	42.2	24.4	35.8	3.6	10.6	116,339	3,952	8,117	3,080	6,200
Timmins (Cochrane County)	20.2	109,160	14.1	3.9	20.8	13.0	46.2	46.4	15.1	24.5	3.8	12.2	67,337	2,861	5,507	1,561	3,476
Toronto (York County)	396.9	2,551,275	12.5	2.9	18.6	9.7	43.4	36.7	16.2	22.1	9.3	25.6	2,025,491	92,985	126,346	65,713	89,041
Windsor (Essex County)	68.9	389,941	10.9	2.9	19.6	11.7	48.9	47.0	16.4	25.3	4.2	13.1	189,714	10,128	13,736	6,533	10,523
MANITOBA																	
Winnipeg (Division 9 & Division 9)	120.6	616,149	16.7	4.6	23.6	14.9	43.7	44.0	10.6	17.2	5.4	19.3	465,793	17,571	23,354	9,443	36,013
SASKATCHEWAN																	
Regina (Division 6)	34.5	188,159	15.5	4.1	17.4	10.5	47.2	45.6	14.9	23.2	5.0	16.6	196,944	5,951	11,682	4,892	8,353
Saskatoon (Division 11)	28.5	151,031	15.3	4.2	17.3	10.6	48.7	48.5	14.7	23.6	4.0	13.1	117,824	3,801	6,743	1,743	6,435
ALBERTA																	
Calgary (Division 6)	82.2	425,580	16.1	4.5	26.4	16.7	41.3	42.1	10.7	17.8	5.5	19.1	346,244	9,953	22,828	9,885	25,180
Edmonton (Division 11)	86.6	436,767	17.7	5.1	26.3	17.1	40.2	42.1	11.0	18.6	4.8	17.2	364,221	9,967	20,446	10,762	25,505
BRITISH COLUMBIA																	
Vancouver (Division 4)	259.5	1,177,534	20.8	6.4	33.8	23.6	33.7	38.0	6.7	12.3	5.0	19.7	957,210	36,901	46,233	29,646	47,288
Victoria (Division 5)	86.0	374,415	19.6	6.4	34.5	25.1	35.3	41.4	7.2	13.6	3.4	13.5	267,857	9,846	13,131	8,058	14,347
NEWFOUNDLAND																	
St. John's (Division 1)	86.3	298,459	53.5	25.4	25.7	28.6	16.2	29.1	3.6	10.5	1.0	5.4	217,992	8,821	8,619	2,362	4,889

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**A.B.C. 106,597 Daily**

## Summary of All Canadian Data by Provinces

PROVINCES	House- holds (thou- sands)	NET CASH INCOME— <i>SM</i> ESTIMATES, 1958								RETAIL SALES— <i>SM</i> ESTIMATES, 1958							
		Net Cash Income (\$'000)	Income Breakdown of Households					Total Retail Sales (\$'000)	Eating & Drink. Places (\$'000)	Apparel (\$'000)	Gas Stations (\$'000)	Lumber- Bldg. Hdwre. (\$'000)					
			\$0-2,499 % Hlds. % Inc.	\$2,500-3,999 % Hlds. % Inc.	\$4,000-6,999 % Hlds. % Inc.	\$7,000-9,999 % Hlds. % Inc.	\$10,000 & over % Hlds. % Inc.										
Prince Edward Island.....	23.0	70,233	47.4	21.8	28.4	29.6	18.5	30.9	4.9	13.3	0.8	4.4	16,100	1,580	5,052	2,757	1,631
Nova Scotia.....	184.0	630,103	32.0	12.0	28.9	24.6	30.4	41.8	7.8	17.3	9.9	4.3	117,987	13,709	32,860	18,175	22,182
New Brunswick.....	127.3	431,956	48.2	16.7	27.9	28.1	24.8	37.3	8.1	14.9	1.0	5.0	79,024	8,416	23,981	12,178	12,021
Quebec.....	1,105.2	5,279,250	20.3	6.0	29.5	19.6	35.0	37.4	10.4	18.0	4.8	19.0	982,211	154,214	286,968	92,320	170,398
Saskatchewan.....	227.0	1,048,147	21.7	6.8	24.3	17.2	40.8	46.7	10.7	19.8	2.6	9.5	269,500	29,181	33,408	20,750	74,549
Manitoba.....	229.2	1,037,570	22.6	7.1	26.8	19.0	37.9	43.3	9.4	17.3	3.3	13.3	217,334	26,823	32,668	14,680	63,040
Alberta.....	318.8	1,448,539	22.9	7.3	28.3	20.4	38.4	42.2	9.0	16.9	3.4	13.2	328,982	33,444	81,297	32,319	93,139
British Columbia.....	464.9	2,038,103	21.9	7.0	33.5	24.3	33.6	39.3	6.9	13.0	4.1	16.4	382,094	62,134	75,282	46,418	86,899
Ontario.....	1,504.6	8,200,906	17.4	4.8	21.6	13.4	42.0	41.8	13.8	22.1	5.2	17.9	1,698,926	219,123	388,425	212,214	333,039
Newfoundland.....	88.3	259,489	53.5	26.4	25.7	28.6	16.2	29.1	3.6	10.5	1.0	5.4	28,978	5,821	8,619	2,362	4,889
Yukon-Northwest Territories.....	6.9	27,919	28.8	10.3	30.9	25.1	31.9	41.8	5.8	12.2	2.6	10.8	1,816	649	161	...	361
Total All Provinces.....	4,258.2	20,473,187	21.7	6.5	28.5	18.0	36.9	40.5	10.7	18.9	4.2	16.1	4,102,982	555,084	928,882	454,173	882,148

### PRINCE EDWARD ISLAND

The "SM" symbols represent original, exclusive estimates by SALES MANAGEMENT.

PROVINCES COUNTIES CITIES	House- holds (thous- ands)	NET CASH INCOME— <i>SM</i> ESTIMATES, 1958								RETAIL SALES— <i>SM</i> ESTIMATES, 1958							
		Net Cash Income (\$'000)	Income Breakdown of Households								Total Retail Sales (\$'000)	Eating & Drink. Places (\$'000)	Apparel (\$'000)	Gas Stations (\$'000)	Lumber- Bldg. Hdwre. (\$'000)		
			\$0-2,499		\$2,500-3,999		\$4,000-5,999		\$7,000-9,999							\$10,000 & over	
			% Hlds. Inc.	% Hlds. Inc.	% Hlds. Inc.	% Hlds. Inc.	% Hlds. Inc.	% Hlds. Inc.	% Hlds. Inc.	% Hlds. Inc.						% Hlds. Inc.	% Hlds. Inc.
Kings.....	4.4	10,384	60.5	36.1	38.4	40.8	7.7	18.7	0.9	3.3	0.5	3.1	12,388	218	188	521	228
Prince.....	8.5	25,949	47.1	21.7	28.1	29.3	18.9	31.7	5.4	14.4	0.5	2.9	35,263	584	1,238	974	780
Summerside.....	1.6	5,443	42.2	17.5	27.4	25.3	21.8	33.9	7.2	17.5	1.4	6.8	20,151	400	1,145	223	509
Queens.....	10.1	33,900	42.0	17.6	27.7	26.2	22.8	34.8	6.3	15.4	1.2	6.0	38,979	810	3,648	1,262	845
Charlottetown.....	3.9	14,789	37.1	18.8	26.3	21.9	25.7	34.7	8.2	17.8	2.7	11.8	30,006	717	3,553	418	461
Total Above Cities.....	5.5	20,232	38.7	14.8	26.5	22.8	24.6	34.2	7.9	17.7	2.8	10.5	50,157	1,117	4,698	641	970
Province Total.....	23.0	70,233	47.4	21.8	28.4	29.6	18.5	30.9	4.9	13.3	0.8	4.4	86,624	1,580	5,062	2,757	1,631

### NOVA SCOTIA

Annapolis.....	5.9	18,032	42.1	18.6	32.4	32.4	18.1	29.1	7.1	18.5	0.3	1.4	15,356	218	563	839	842
Antigonish.....	2.8	9,191	38.9	15.9	31.7	29.4	22.1	33.0	5.6	13.5	1.7	8.2	11,622	308	610	274	686
Cape Breton.....	26.2	123,539	14.2	4.4	22.2	15.6	62.0	58.2	10.9	20.5	0.7	2.4	98,514	215	9,888	3,227	7,952
Glace Bay.....	5.1	24,454	12.6	3.8	31.7	15.0	54.1	59.4	10.8	19.1	.8	2.7	22,368	801	1,373	322	1,181
Sydney.....	6.9	34,959	9.4	2.7	19.3	10.7	53.2	57.4	14.7	24.6	1.4	4.6	43,395	807	4,176	904	3,326
Colchester.....	6.5	31,107	34.7	13.7	29.8	28.7	27.2	39.3	7.7	17.8	0.8	2.5	29,968	593	1,841	1,186	1,704
Truro.....	3.4	14,815	25.7	8.6	24.9	18.6	34.7	42.0	13.6	26.5	1.1	4.3	21,449	444	1,705	251	1,578
Cumberland.....	10.1	34,243	37.1	15.8	31.9	30.8	26.7	41.8	3.9	9.7	0.4	2.1	32,624	555	1,647	1,053	340
Amherst.....	2.6	9,736	33.4	12.9	29.6	25.7	25.4	39.8	7.5	17.0	1.1	4.0	10,778	246	877	209	111
Digby.....	5.0	13,219	50.8	27.6	37.1	45.8	10.6	21.2	1.4	4.6	0.1	.6	16,471	298	524	601	323
GuySBorough.....	3.2	9,147	47.6	24.1	35.4	40.8	13.5	24.9	3.5	10.4	0	0	4,851	138	26	82	13
Halifax.....	46.1	203,957	24.9	8.1	25.2	18.7	36.4	43.4	11.5	22.2	2.0	7.6	169,516	384	9,906	4,174	5,788
Dartmouth.....	5.0	37,425	17.6	5.3	21.9	14.6	44.2	47.6	13.8	24.1	2.5	8.5	22,560	636	1,387	459	990
Halifax.....	21.7	104,193	21.8	6.6	23.3	15.8	37.8	41.6	13.8	24.5	3.3	11.5	129,077	506	8,417	2,101	4,390

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NOVA SCOTIA		NET CASH INCOME— <i>SM</i> ESTIMATES, 1958										RETAIL SALES— <i>SM</i> ESTIMATES, 1958					
PROVINCES COUNTIES CITIES (continued)		House- holds (thous- ands)	Net Cash Income (\$'000)	Income Breakdown of Households								Total Retail Sales (\$'000)	Eating & Drink. Places (\$'000)	Apparel (\$'000)	Gas Stations (\$'000)	Lumber- Bldg. Hdwrs (\$'000)	
				\$0-2,499 % Holds. Inc.	\$2,500-3,999 % Holds. Inc.	\$4,000-5,999 % Holds. Inc.	\$7,000-9,999 % Holds. Inc.	\$10,000 & over % Holds. Inc.									
Hants.....	6.2	19,691	42.5	19.4	33.7	34.8	19.5	32.4	3.4	9.0	0.9	4.4	18,423	146	467	882	595
Inverness.....	4.0	11,788	45.0	22.1	34.9	38.7	17.3	31.0	2.8	8.2	0	0	11,139	306	142	327	79
Kings.....	9.3	30,810	41.0	17.9	32.3	32.0	20.0	31.8	6.3	16.2	0.4	2.1	29,669	407	1,058	1,152	965
Kentville.....	1.4	6,498	22.9	7.2	22.6	18.9	35.4	40.3	17.7	32.4	1.4	4.2	9,238	311	608	352	478
Lunenburg.....	9.3	29,608	44.0	20.0	33.6	34.8	16.5	27.3	4.6	12.2	1.1	5.7	29,010	582	960	1,190	770
Pictou.....	11.0	42,799	29.1	18.8	28.2	23.8	34.9	47.3	7.3	16.0	0.5	2.1	37,139	878	3,224	1,639	1,092
New Glasgow.....	2.6	10,904	28.3	8.7	25.9	20.2	37.3	47.0	10.5	21.2	1.0	2.9	20,725	416	2,757	590	788
Queens.....	3.3	13,219	33.1	12.0	27.9	22.7	26.0	34.3	11.4	24.3	1.6	6.7	9,967	239	499	506	544
Richmond.....	2.5	7,023	49.2	25.4	36.0	42.0	11.2	21.0	3.2	9.5	0.4	2.1	5,497	143		387	
Shelburne.....	3.7	9,980	50.1	26.9	36.7	44.7	11.1	21.8	2.1	8.6	0	0	8,368	56	125	288	142
Victoria.....	2.0	6,119	43.0	20.4	34.0	38.4	19.5	33.6	3.8	9.6	0	0	4,363	43			
Yarmouth.....	5.5	16,684	45.4	21.8	34.8	37.7	15.9	27.6	3.0	8.3	0.9	4.0	16,111	346	1,232	468	447
Yarmouth.....	2.2	7,726	38.3	15.8	31.6	29.5	22.8	34.2	5.5	13.2	1.8	7.3	12,709	289	1,180	306	397
Total Above Cities.....	51.5	240,757	20.6	6.4	23.3	16.0	41.0	46.3	12.9	23.5	2.2	7.8	298,299	8,278	22,460	5,494	13,230
Province Total.....	164.0	630,103	32.0	12.0	28.9	24.6	30.4	41.8	7.8	17.3	9.9	4.3	540,646	13,867	32,800	16,178	22,182

## NEW BRUNSWICK—

The "SM" symbols represent original, exclusive estimates by SALES MANAGEMENT.

Albert.....	2.6	9,988	36.0	14.2	27.6	24.6	28.5	40.8	6.9	16.0	1.0	4.4	3,635	50	43	230	49
Carleton.....	6.1	16,743	52.8	27.0	29.2	34.0	14.3	29.6	3.3	9.8	0.4	2.6	19,731	276	712	266	1,255
Charlotte.....	6.7	20,241	45.8	21.3	29.4	30.9	20.7	35.0	3.7	10.0	0.5	2.8	20,047	363	925	503	982
Gloucester.....	11.7	34,340	48.5	23.3	29.0	31.3	18.0	31.3	4.0	11.2	0.5	2.9	28,439	812	1,239	811	577
Kent.....	5.3	12,380	60.4	36.4	30.5	41.5	8.0	17.5	0.9	3.3	0.2	1.2	9,294	222	80	489	55
Kings.....	6.6	22,899	43.2	17.5	27.0	24.7	20.4	30.9	7.3	17.3	2.1	10.4	13,945	281	273	529	254
Madawaska.....	6.8	24,345	37.8	14.9	26.3	23.3	26.2	37.5	8.8	20.2	0.9	4.1	17,951	404	1,655	205	922
Northumberland.....	10.2	29,890	49.9	24.8	29.6	33.2	17.1	31.0	3.6	8.7	0.4	2.3	30,084	689	1,341	780	482
Queens.....	3.2	9,224	47.9	23.3	29.7	32.8	19.2	34.1	2.9	8.4	0.3	1.4	10,599	56	142	536	35
Restigouche.....	6.0	30,549	34.3	12.6	25.1	20.8	23.9	38.8	10.6	23.0	1.1	4.8	29,682	688	1,671	760	1,503
St. John.....	21.0	61,056	31.9	20.7	27.2	39.6	15.3	17.5	7.4	7.3	1.9	14.7	80,203	1,813	6,872	1,844	2,447
St. John.....	10.6	42,240	32.5	11.5	27.3	21.8	30.3	38.9	6.5	13.4	3.4	14.4	73,224	1,070	6,904	1,159	2,088
Sunbury.....	2.5	6,806	51.0	26.4	29.9	34.8	16.5	31.0	2.6	7.8	0	0	3,017	112	70	143	99
Victoria.....	4.4	12,028	50.8	26.2	30.1	35.0	16.7	31.2	2.2	6.7	0.2	9	15,121	319	519	536	406
Westmorland.....	19.6	77,512	29.5	10.1	26.7	21.5	34.9	45.1	8.6	16.0	1.3	5.3	72,596	1,629	4,051	2,953	1,731
Moncton.....	9.7	35,453	16.6	6.4	23.3	20.2	43.6	61.1	14.5	3.3	2.0	9.0	53,516	1,095	3,467	1,331	1,007
York.....	12.4	45,024	35.8	13.9	27.2	23.7	28.4	40.0	7.3	16.7	1.3	5.7	50,282	903	4,827	1,579	1,544
Fredericton.....	5.1	17,714	27.0	11.0	24.2	22.0	33.9	50.0	11.9	2.8	3.0	14.2	38,990	735	3,911	884	1,389
Total Above Cities.....	25.4	95,409	25.4	9.5	25.1	21.2	36.1	49.2	10.6	7.7	2.8	12.4	165,730	3,500	14,482	3,374	4,434
Province Total.....	127.3	431,958	40.2	16.7	27.9	26.1	24.8	37.3	6.1	14.9	1.0	5.0	404,650	6,416	23,961	12,178	12,621

## NEWFOUNDLAND—

Newfoundland.....	88.3	259,459	53.5	26.4	25.7	28.9	16.2	29.1	3.6	10.5	1.0	5.4	217,992	5,821	6,619	2,362	4,889
St. John's.....	12.2	48,868	35.1	12.7	31.3	25.6	23.8	31.4	5.6	11.8	4.2	18.5	92,658	2,557	5,244	402	3,408
Total Above Cities.....	12.2	48,868	35.1	12.7	31.3	25.6	23.8	31.4	5.6	11.8	4.2	18.5	92,658	2,557	5,244	402	3,408
Province Total.....	88.3	259,459	53.5	26.4	25.7	28.9	16.2	29.1	3.6	10.5	1.0	5.4	217,992	5,821	6,619	2,362	4,889

## QUEBEC—

Abitibi.....	20.2	87,622	19.8	6.4	30.3	22.2	39.4	46.8	8.1	15.4	2.4	9.5	72,198	1,732	5,475	1,149	3,078
Val d'Or.....	2.1	9,592	14.1	4.3	26.7	18.6	49.6	55.6	7.4	13.4	2.2	8.1	22,600	647	2,261	423	420
Argenteuil.....	7.4	30,314	23.5	8.0	33.1	25.7	34.8	43.5	6.1	12.4	2.5	10.4	22,540	872	1,443	592	1,917
Arthabaska.....	9.1	34,218	27.4	10.3	35.9	30.3	29.1	30.6	6.2	13.5	1.4	6.3	23,757	311	2,220	917	406
Victoriaville.....	3.8	15,395	23.7	8.2	33.1	26.0	33.6	42.7	7.5	15.3	1.9	7.8	16,646	183	1,850	436	187
Bagot.....	4.8	15,204	33.4	14.8	41.1	41.2	23.2	37.5	2.1	5.4	0.2	1.1	6,145	234	236	232	168
Beauce.....	12.2	38,349	36.1	16.2	42.5	42.8	17.4	28.3	3.2	8.4	0.8	4.3	30,403	744	1,662	729	904
Beauharnois.....	10.1	46,565	15.9	4.8	27.3	18.8	44.9	49.9	9.2	16.5	2.7	10.0	31,223	1,124	2,333	406	1,966
Valleyfield.....	6.4	28,591	16.9	5.3	29.0	20.7	45.6	52.2	5.4	9.9	3.1	11.9	21,680	624	1,829	224	1,462
Bellechasse.....	4.9	13,375	42.7	22.0	47.1	54.8	7.9	14.9	1.9	5.7	0.4	2.6	7,071	295	196	174	180
Berthier.....	5.9	17,801	37.9	17.7	43.7	46.0	14.9	25.3	2.9	8.0	0.8	3.0	11,329	526	582	344	584
Bonaventure.....	7.9	22,886	40.3	19.5	45.1	49.3	10.9	19.1	3.2	9.1	0.5	3.0	17,061	290	741	367	91
Brome.....	3.6	11,933	34.6	14.2	40.7	37.7	17.9	26.7	4.9	11.9	1.9	9.5	5,126	96	156	330	147
Chambly.....	30.9	155,404	16.4	4.8	26.6	16.7	39.9	40.6	11.9	19.5	5.2	16.6	53,918	1,963	1,795	1,647	4,177
Champlain.....	22.4	102,186	19.3	5.9	28.7	20.0	37.1	41.6	12.1	21.0	2.8	10.6	46,292	1,579	4,194	1,821	2,546
Charlevoix.....	5.1	16,168	36.0	16.0	42.2	42.4	17.3	25.0	3.7	9.7	0.8	3.9	7,990	219	930	255	164
Chateauguay.....	5.9	27,287	21.4	6.5	30.1	20.6	33.0	36.5	11.2	20.1	4.3	16.3	8,401	406	164	576	165

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QUEBEC PROVINCES COUNTIES CITIES (continued)	House- holds (thou- sands)	NET CASH INCOME— <i>SM</i> ESTIMATES, 1958										RETAIL SALES— <i>SM</i> ESTIMATES, 1958					
		Net Cash Income (\$000)	Income Breakdown of Households										Total Retail Sales (\$000)	Eating & Drink. Places (\$000)	Apparel (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwrs (\$000)
			\$0-2,499		\$2,500-3,999		\$4,000-6,999		\$7,000-9,999		\$10,000 & over						
			% Holds. Inc.	% Holds. Inc.	% Holds. Inc.	% Holds. Inc.	% Holds. Inc.	% Holds. Inc.	% Holds. Inc.	% Holds. Inc.							
Chicoutimi.....	25.6	129,014	14.4	4.0	24.8	15.8	43.0	44.0	14.1	23.4	3.7	12.8	73,274	1,411	9,075	1,875	1,322
Chicoutimi.....	4.5	22,750	13.8	3.8	25.0	15.7	45.2	45.8	11.3	18.5	4.7	10.2	32,677	497	5,339	413	582
Jonquières.....	4.9	24,484	10.5	3.0	22.6	14.4	50.4	51.6	14.4	23.8	2.1	7.2	18,021	458	1,933	511	457
Compton.....	5.6	19,864	30.2	12.1	38.2	34.6	25.7	37.4	4.9	11.4	1.0	4.5	8,285	171	337	298	414

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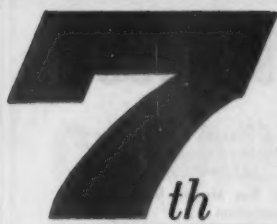
## Sales Management's 1959 COUNTY OUTLINE RETAIL SALES MAP

*Includes Alaska and Hawaii—also Canadian Markets*

Differences in retail sales volume shown by variations in county color shadings

All metropolitan areas clearly defined . . . 1750 cities with retail sales of \$20 million or more  
. . . counties indicated whose family sales exceed U.S. average.

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# The Gazette

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English market

PROVINCES COUNTIES CITIES	House- holds (thou- sands)	NET CASH INCOME— <i>SM</i> ESTIMATES, 1958										RETAIL SALES— <i>SM</i> ESTIMATES, 1958					
		Net Cash Income (\$000)	Income Breakdown of Households										Total Retail Sales (\$000)	Eating & Drink. Places (\$000)	Apparel (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre (\$000)
			\$0-2,499 % Holds. Inc.	\$2,500-3,999 % Holds. Inc.	\$4,000-6,999 % Holds. Inc.	\$7,000-9,999 % Holds. Inc.	\$10,000 & over % Holds. Inc.										
Doux Montagnes	6.9	30,216	23.7	7.6	31.6	22.9	29.4	34.4	12.2	23.0	3.1	12.1	10,226	511	194	616	745
Dorchester	6.8	19,361	40.6	20.1	45.8	51.1	11.3	20.2	1.6	4.7	0.7	3.9	10,923	259	346	320	141
Drummond	12.5	51,455	20.9	7.2	31.7	24.4	39.4	49.0	6.3	12.6	1.7	6.8	42,551	1,081	4,326	1,073	3,105
Drummondville	6.7	30,974	17.3	5.3	27.7	19.0	41.6	46.1	10.3	18.4	3.1	11.2	25,598	637	2,491	335	2,254
Frontenac	6.2	18,431	38.6	18.3	44.2	47.2	13.9	23.8	2.8	7.8	0.5	2.9	14,481	448	1,154	275	493
Gaspé	12.9	36,845	41.3	20.3	45.9	51.0	9.5	17.0	2.7	7.7	0.7	4.0	26,554	591	781	197	836
Hull	26.2	116,141	19.8	6.3	29.7	21.3	37.6	43.4	10.3	19.2	2.6	9.8	67,201	3,042	2,712	2,781	2,886
Hull	12.0	54,124	17.5	5.5	28.3	19.9	41.5	47.0	10.4	19.0	2.3	8.6	40,509	1,940	2,251	1,308	1,699
Huntingdon	3.8	13,913	30.6	11.8	37.9	32.8	23.2	32.4	6.4	14.4	1.9	6.6	8,868	347	219	296	405
Iberville	3.7	13,433	28.8	11.1	37.3	32.6	28.2	39.8	4.2	9.8	1.5	6.9	7,858	482	88	147	832
Joliette	8.9	34,358	25.8	9.4	34.7	28.6	31.4	41.6	6.6	14.1	1.5	6.3	28,468	841	3,415	601	2,016
Joliette	3.7	16,086	19.6	6.3	29.9	21.9	39.2	46.2	9.1	17.2	2.2	8.4	22,322	509	3,283	330	1,631
Kamouraska	5.2	14,965	40.7	19.9	45.7	50.4	10.7	19.0	2.1	6.1	0.8	4.7	8,704	224	495	146	285
Labelle	6.0	17,122	40.5	20.0	45.7	50.8	11.7	20.9	1.4	4.2	0.7	4.1	16,505	383	757	429	685
Lac St. Jean	17.0	68,105	26.9	9.4	34.5	27.4	27.0	34.5	9.3	19.2	2.2	9.5	54,513	1,271	5,510	2,107	2,669
La Prairie	6.3	27,369	18.6	6.0	29.1	21.3	40.4	47.6	10.5	19.9	1.4	8.2	10,896	604	268	278	621
L'Assomption	7.1	26,170	26.8	10.2	35.9	31.0	31.5	43.7	4.9	11.0	0.9	4.1	16,210	657	479	599	1,395
Levis	9.9	41,309	22.6	7.6	31.9	24.3	34.2	41.9	9.4	16.5	1.9	7.7	28,900	771	1,805	953	780
Levis	2.7	11,591	21.3	7.0	30.9	22.9	36.1	43.0	9.3	17.9	2.4	9.2	15,751	436	959	191	374
L'Islet	4.8	13,714	39.6	19.5	45.1	50.1	13.1	23.4	2.0	5.8	0.2	1.2	8,000	254	354	508	173
Lotbinière	6.2	18,026	41.1	19.9	45.6	50.0	9.7	17.1	2.2	6.3	1.2	6.7	9,912	263	179	284	292
Maskinonge	4.3	13,166	37.9	17.4	43.5	45.1	14.2	23.7	3.6	9.7	0.8	4.1	8,293	417	635	156	639
Matane	11.9	34,196	39.3	19.2	45.1	49.9	13.9	24.7	1.3	3.7	0.4	2.5	25,217	338	1,925	699	828
Mégantic	11.4	51,898	14.9	4.6	27.3	19.1	48.0	53.9	7.4	13.3	2.4	9.1	25,870	440	3,734	848	1,723
Thetford Mines	4.8	24,676	7.6	2.1	21.8	13.5	57.4	57.1	9.5	15.2	3.7	12.1	16,967	193	2,877	511	1,263
Missisquoi	6.6	26,802	24.3	8.4	33.3	26.0	32.5	40.9	7.7	15.7	2.2	9.0	20,232	934	830	430	1,263
Montcalm	4.1	11,475	40.7	20.1	45.9	52.2	11.7	21.4	1.4	4.2	0.3	1.8	6,449	312	312	300	419
Montmagny	5.4	16,448	38.2	17.6	43.9	45.7	14.4	24.2	2.5	6.9	1.0	5.6	13,264	353	722	331	512
Montmorency	4.7	18,788	28.9	10.2	35.9	28.6	23.7	30.3	8.3	17.1	3.2	13.8	5,447	289	81		234
Montreal	439.1	2,543,778	13.0	3.2	23.1	12.6	41.4	36.5	14.3	20.4	8.2	27.3	1,745,799	97,547	151,438	43,567	65,102
Lachine	9.5	61,831	8.4	1.8	18.1	8.8	43.4	34.2	20.0	25.4	10.1	29.8	30,082	148	2,310	411	1,137
Montreal & Jesus Islands	302.6	1,669,587	14.0	3.6	24.3	14.0	41.7	38.7	13.1	19.5	6.9	24.2	1,450,257	89,604	136,221	33,859	57,333
Outremont	7.7	56,301	11.9	2.3	18.7	8.1	31.5	22.0	21.6	24.4	16.3	43.2	23,459	301	214		1,619
St. Laurent	11.3	44,321	7.6	2.8	15.8	12.7	30.9	40.3	26.9	5.7	7.8	38.5	23,815	145	939	1,294	6,198
Verdun	22.7	132,887	9.0	2.2	20.1	10.9	47.3	41.3	17.0	24.0	6.6	21.6	89,634	973	7,751	1,505	5,807
Westmount	6.8	66,544	11.3	1.6	16.0	5.2	21.8	11.4	16.4	13.9	3.5	67.9	27,268	214	1,438	1,016	498

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In Ottawa

## The Journal Means BUSINESS

Ottawa is Ontario's Second City in Department Store Sales—Ottawa is Canada's Second City in per-household income (\$7,350). Advertise where your return is sure and certain. Business is always good in Ottawa.

"... One hour after The Journal had hit the street we began receiving telephone enquiries..."

**CUMMING ELECTRICAL SALES**

"... The Ottawa Journal has always been our foremost medium in sales promotion..."

**ARMSTRONG & RICHARDSON**

"... I wish to compliment The Ottawa Journal on their very successful results obtained from regular advertising in the columns of your newspaper..."

**MERVIN GREENBERG LTD.**

BUSINESS IS ALWAYS GOOD IN OTTAWA

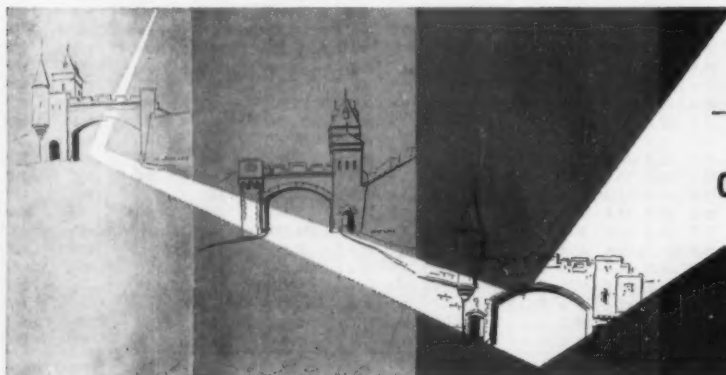
## THE OTTAWA JOURNAL

Representatives:

Canada: Toronto—Canada Permanent Bldg., 320 Bay St. • U. S. A.: DeClerque-Shannon • U. K.: D. A. Goodall Ltd.

QUEBEC PROVINCES COUNTIES CITIES (continued)	House- holds (thous- ands)	NET CASH INCOME— <i>SM</i> ESTIMATES, 1958										RETAIL SALES— <i>SM</i> ESTIMATES, 1958					
		Net Cash Income (\$000)	Income Breakdown of Households										Total Retail Sales (\$000)	Eating & Drink. Places (\$000)	Apparel (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwrs (\$000)
			50-2,499 % Holds. Inc.	2,500-3,999 % Holds. Inc.	4,000-5,999 % Holds. Inc.	6,000-9,999 % Holds. Inc.	10,000 & over % Holds. Inc.	50-2,499 % Holds. Inc.	2,500-3,999 % Holds. Inc.	4,000-5,999 % Holds. Inc.	6,000-9,999 % Holds. Inc.	10,000 & over % Holds. Inc.					
Naperville	2.6	7,939	37.2	17.2	43.2	44.9	15.7	26.2	3.4	9.3	0.5	2.4	5,720	124	97	161	1,100
Nicolet	6.4	18,985	38.3	18.2	44.2	47.7	15.2	26.4	1.9	5.3	0.4	2.4	11,950	621	438	263	327
Papineau	7.0	28,230	28.6	9.3	34.6	27.2	28.2	35.7	7.9	16.2	2.7	11.6	16,507	601	750	401	1,397
Pontiac	4.7	16,045	31.4	12.9	39.0	36.2	24.5	36.8	4.4	10.6	0.7	3.5	9,777	118	204	396	806
Portneuf	10.1	39,880	25.3	9.0	34.3	27.6	31.6	40.9	6.9	14.4	1.9	8.1	19,646	547	747	649	554
Quebec	66.0	312,046	20.4	6.0	29.5	19.5	34.6	36.9	10.1	17.3	5.4	20.3	237,637	9,837	22,588	6,668	7,346
Quebec	40.4	199,784	19.3	5.5	28.3	18.2	34.7	35.9	10.4	17.3	6.3	2.3	213,395	8,991	22,051	4,353	6,373
Richelieu	9.3	34,399	22.6	7.7	32.6	25.0	36.4	44.9	5.7	11.5	2.7	10.9	19,900	761	2,273	256	1,013
Sorel	3.7	15,767	21.3	7.0	31.7	23.7	37.9	45.5	6.1	11.8	3.0	12.0	14,288	593	2,133	170	829
Richmond	8.9	44,040	13.6	3.9	24.6	15.7	44.8	46.1	14.1	23.5	3.1	10.8	23,924	801	1,476	779	1,373
Rimouski	11.4	39,589	33.0	13.4	39.8	36.8	20.4	30.1	5.1	12.1	1.7	8.1	35,563	727	2,618	389	1,622
Rimouski	2.9	12,071	25.3	8.5	33.6	25.7	29.7	36.5	8.2	16.3	3.2	13.0	18,366	403	2,209	166	715
Rouville	5.6	22,189	27.2	9.5	34.6	27.1	26.3	33.4	9.4	19.3	2.5	10.7	12,711	564	333	757	1,298
Saguenay	11.0	49,662	25.6	8.0	32.6	22.9	25.7	29.1	11.2	20.5	4.9	18.5	28,776	471	920	1,257	58
Shefford	12.2	49,010	23.9	8.4	33.6	26.6	34.5	43.9	5.8	11.8	2.2	9.3	35,301	1,119	2,787	976	1,912
Granby	7.0	29,619	20.8	6.9	31.4	23.6	39.0	47.1	6.3	12.3	2.5	10.1	26,134	683	2,451	616	1,752
Sherbrooke	17.5	81,173	19.6	6.0	29.4	20.1	37.2	41.0	9.7	17.3	4.1	15.6	55,717	1,925	7,229	2,468	1,339
Sherbrooke	14.8	69,305	19.2	5.7	28.9	19.5	37.7	41.0	9.8	17.3	4.4	16.5	52,821	1,807	7,065	2,139	1,309
Soulanges	2.3	9,361	21.7	7.5	31.7	24.8	37.3	46.9	8.3	16.8	1.0	4.0	4,720	141	50	172	236
Stanstead	8.5	31,324	28.0	10.7	36.6	31.6	29.0	40.2	4.9	11.0	1.5	6.5	25,878	921	1,491	931	1,864

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# CKCV

OPENS THE DOORS TO MODERN  
Old Quebec  
POPULATION: 425,000  
RADIUS: 25 MILES

BOPE:—  
INTERPROVINCIAL BROADCAST SALES LTD.  
TORONTO — MONTREAL — U.S.A. WOOD & CO.

SALES MANAGEMENT



# OTTAWA CANADA 1959

NEWSPAPER  
COVERAGE FACTS  
IN THE CAPITAL  
CITY

**MOST** retail advertising    **\*MOST** city circulation  
**MOST** national advertising    **MOST** city plus retail trading zone circulation  
**MOST** classified advertising    **MOST** home delivered circulation  
**MOST** color advertising    **MOST** circulation gains

\*28.1% MORE city circulation than any other Ottawa newspaper

## The Ottawa Citizen

"FIRST WITH MOST PEOPLE IN OTTAWA, CANADA"

PROVINCES COUNTIES CITIES	House- holds (thous- ands)	NET CASH INCOME— <i>SM</i> ESTIMATES, 1958										RETAIL SALES— <i>SM</i> ESTIMATES, 1958					
		Net Cash Income (\$'000)	Income Breakdown of Households										Total Retail Sales (\$'000)	Eating & Drink. Places (\$'000)	Apparel (\$'000)	Gas Stations (\$'000)	Lumber- Bldg. Hdwrs (\$'000)
			\$0-2,499 % Holds. Inc.	\$2,500-3,999 % Holds. Inc.	\$4,000-5,999 % Holds. Inc.	\$6,000-9,999 % Holds. Inc.	\$10,000 & over % Holds. Inc.										
St. Hyacinthe	9.3	37,849	23.9	8.3	33.4	26.2	34.3	43.3	6.1	12.5	2.3	9.7	36,157	1,088	3,464	864	1,728
St. Hyacinthe	4.8	22,469	19.3	5.8	29.5	20.1	38.3	41.8	7.7	13.5	5.2	18.8	30,704	926	3,388	543	1,417
St. Jean	8.6	41,000	15.1	4.5	26.4	17.5	44.6	47.9	10.9	18.9	5.0	11.2	30,804	791	3,546	570	2,906
St. Jean	6.2	30,791	13.2	3.7	24.7	15.8	46.9	48.3	11.7	19.5	3.5	12.7	27,585	716		453	2,734
St. Maurice	23.7	117,481	16.4	4.6	26.3	16.8	39.9	41.2	13.1	21.9	4.3	15.6	93,821	3,263	10,475	1,487	7,464
Shawinigan Falls	7.0	36,656	12.1	3.2	23.4	14.3	46.5	45.4	13.2	20.8	4.8	16.3	30,092	1,101	3,630	424	2,413
Trois Rivières	12.4	63,214	16.5	4.8	25.8	16.2	38.1	38.2	14.5	23.8	8.1	17.6	89,203	2,079	6,692	834	4,827
Temiscamingue	11.9	60,168	13.1	3.7	24.2	15.2	45.0	45.5	14.6	22.8	3.7	12.8	43,544	1,322	4,516	837	1,914
Rouyn	3.8	18,332	9.9	2.8	23.4	15.4	55.5	58.9	9.4	16.2	1.8	6.7	21,954	116	3,431	338	834
Temiscouata	11.0	36,019	35.1	15.1	41.4	40.7	18.2	28.4	4.2	10.7	1.1	5.7	29,575	571	1,664	361	730
Terrebonne	20.7	81,349	25.5	9.1	34.6	28.0	32.2	41.9	5.5	11.7	2.2	9.3	64,949	2,456	4,318	1,787	5,410
St. Jerome	5.9	23,995	21.5	7.4	32.3	25.3	39.4	49.6	5.0	10.2	1.8	7.5	21,927	804	2,864	401	1,418
Vaudreuil	6.2	31,795	21.0	5.8	29.2	18.0	31.2	31.1	11.3	18.2	7.3	26.9	11,740	496	302	506	504
Verchères	5.1	21,941	23.0	7.5	31.8	23.5	32.3	38.4	10.0	18.2	2.9	11.4	8,825	246	252	396	541
Wolfe	4.4	13,444	36.0	16.8	42.8	44.5	18.6	31.1	2.2	5.9	0.4	1.9	5,074	151	154	81	123
Yamaska	3.5	10,058	39.2	19.2	45.1	49.6	14.3	25.5	0.9	2.6	0.5	2.9	5,062	175	260	153	138
Total Above Cities	521.1	2,243,389	14.3	4.8	25.1	23.7	41.4	48.5	12.5	18.2	6.7	4.8	2,393,834	115,722	229,880	53,204	107,551
Province Total	1,105.2	5,279,250	20.3	6.0	29.5	19.6	35.0	37.4	10.4	18.0	4.8	19.0	3,510,161	154,214	286,969	92,317	170,398

### ONTARIO—

Algoma	21.0	116,404	12.0	3.2	19.4	11.8	47.5	46.6	17.8	28.1	3.3	10.3	76,878	3,273	6,744	2,207	5,087
Sault Ste. Marie	9.5	59,524	6.9	1.7	17.1	9.5	50.8	45.4	20.2	29.2	5.0	14.2	56,035	2,364	6,386	1,615	3,874
Brant	22.5	117,400	14.2	4.1	22.7	14.7	48.4	50.3	10.9	18.2	3.8	12.7	74,083	2,322	5,796	2,626	4,834
Brantford	15.1	81,048	13.0	3.6	22.1	13.9	49.1	49.7	11.4	18.6	4.4	14.2	58,219	1,756	5,492	1,392	2,771
Bruce	12.2	41,744	41.3	18.0	31.0	30.5	23.0	36.6	3.5	8.9	1.2	6.0	38,350	1,410	1,428	1,652	3,885
Carleton	74.8	446,814	16.8	4.2	19.4	10.9	39.3	35.8	17.0	24.9	7.7	24.4	296,712	11,676	21,211	8,865	14,105
Ottawa	57.6	355,652	15.8	3.8	18.8	10.3	39.3	34.6	17.5	24.8	8.6	26.5	276,860	11,216	21,023	8,199	13,236
Cochrane	20.2	109,169	14.1	3.9	20.8	13.0	46.2	46.4	15.1	24.5	3.8	12.2	67,337	2,661	5,507	1,561	3,478
Timmins	6.7	35,295	12.4	3.5	21.5	13.9	49.0	51.4	13.5	22.4	2.7	8.8	29,765	938	2,867	587	1,812
Dufferin	4.6	15,804	46.7	17.8	30.2	29.6	23.0	36.3	5.6	14.2	0.5	2.1	13,368	332	631	594	1,303
Dundas	4.8	15,505	41.1	17.8	30.6	30.1	22.9	36.2	4.4	11.2	1.0	4.7	18,339	494	590	502	1,137
Durham	10.9	51,930	20.1	6.3	23.7	18.8	42.5	48.5	11.7	21.6	2.0	6.8	29,106	567	1,418	1,108	2,547
Elgin	17.0	79,104	23.9	7.7	23.7	17.1	37.3	43.6	13.2	24.9	1.9	6.7	59,314	1,567	3,172	2,378	3,899
St. Thomas	5.9	32,104	14.8	4.1	19.2	11.9	43.5	43.4	19.4	31.2	3.1	9.4	34,673	874	2,424	1,097	1,489
Essex	68.9	389,941	10.9	28.7	19.6	11.9	48.9	47.8	16.4	25.3	4.2	13.1	166,714	10,128	13,738	6,533	10,823
Leamington	2.6	13,946	23.9	6.7	24.5	15.4	35.5	35.9	6.8	11.2	9.3	30.8	13,764	466	894	250	784
Windsor	33.0	198,317	8.8	2.2	18.3	10.2	49.4	44.7	17.9	26.1	5.7	16.8	136,905	7,489	11,602	3,288	6,075
Frontenac	20.5	99,361	22.8	7.0	24.3	16.9	39.1	43.8	10.1	18.3	3.9	14.0	68,423	2,149	6,250	1,870	4,251
Kingston	13.4	69,883	19.6	5.6	22.7	14.7	40.5	42.2	12.1	20.3	5.1	17.2	58,569	1,763	6,067	1,125	3,405
Glengarry	4.5	13,302	48.5	24.5	32.7	37.3	15.6	29.1	2.9	8.6	0.1	.5	9,688	257	249	419	618

© SM, 1959.

## CFPL-TV builds up sales in this MULTI-MILLION DOLLAR MARKET



... with a combination of maximum power, concentrated coverage, top personalities, choice availabilities, CFPL-TV delivers your sales message to the cities of London, Woodstock, St. Thomas and Stratford and the other urban and rural areas of Middlesex, Huron, Oxford, Perth and Elgin plus bonus-coverage in the counties of Lambton, Kent, Bruce, Norfolk and Waterloo. No other single medium can duplicate this coverage and influence in the wealthy Western Ontario Market. Check BBM and Elliott Haynes figures for the full story on audience delivered.

If building up sales is your problem, remember . . .

*Western Ontario is Sold on...*



Representatives—  
U.S.A.—Weed & Co.  
Canada—All Canada Television

ONTARIO PROVINCES COUNTIES CITIES (continued)	House- holds (thou- sands)	NET CASH INCOME— <i>SM</i> ESTIMATES, 1958										RETAIL SALES— <i>SM</i> ESTIMATES, 1959					
		Net Cash Income (\$000)	Income Breakdown of Households										Total Retail Sales (\$000)	Eating & Drink. Places (\$000)	Apparel (\$000)	Gas Stations (\$000)	Lumber- Bldg. & Hwys. (\$000)
			50-2,499 % Holds. Inc.	2,500-3,999 % Holds. Inc.	4,000-5,999 % Holds. Inc.	6,000-9,999 % Holds. Inc.	10,000 & over % Holds. Inc.	50-2,499 % Holds. Inc.	2,500-3,999 % Holds. Inc.	4,000-5,999 % Holds. Inc.	6,000-9,999 % Holds. Inc.	10,000 & over % Holds. Inc.					
Grenville	6.1	23,512	32.8	12.7	26.7	25.2	31.9	45.0	5.5	12.5	1.1	4.6	14,918	402	466	596	3,776
Grey	18.2	17,008	31.9	12.0	26.3	24.2	32.4	44.4	5.9	13.1	1.5	6.3	57,705	886	3,730	1,805	3,870
Owen Sound	4.9	22,644	24.3	7.8	25.4	18.5	38.3	45.1	8.6	16.3	3.4	12.3	28,486	300	2,692	587	1,685
Haldimand	7.7	30,901	29.4	10.9	28.1	23.7	35.8	48.8	5.6	12.3	1.1	4.6	30,383	606	948	1,161	2,399
Haliburton	2.4	7,508	44.5	21.3	32.2	34.7	20.6	35.7	2.4	6.8	0.3	1.5	7,521	323	150	311	370
Halton	24.9	152,918	14.6	3.6	19.6	10.8	42.0	37.1	15.3	21.8	8.5	26.7	61,475	2,225	2,752	3,795	4,229
Oakville	2.9	21,279	10.9	2.3	15.9	7.3	39.7	29.4	18.8	22.4	14.7	38.6	19,298	685	785	548	1,732
Hastings	23.3	106,755	24.3	7.9	24.9	18.3	38.1	45.2	10.3	19.7	2.4	8.9	94,118	2,225	5,292	4,324	5,249
Belleville	7.4	39,210	16.4	4.6	21.1	13.5	43.5	44.6	15.1	25.0	3.9	12.3	43,776	1,127	3,183	2,130	2,048
Trenton	3.3	15,310	21.8	7.0	24.7	17.9	41.3	48.4	10.1	17.1	2.1	7.6	18,388	612	1,336	429	1,496
Huron	15.1	59,021	32.3	12.3	28.2	24.3	32.0	44.4	6.5	14.7	1.0	4.3	52,101	1,037	1,865	1,993	5,017
Kenora	12.4	64,909	15.9	4.5	20.8	13.5	44.2	45.8	16.5	27.6	2.6	8.6	41,861	1,737	1,924	777	2,782
Kenora	2.9	16,650	11.4	2.9	18.0	10.6	46.3	43.8	20.5	31.3	3.8	11.4	15,896	648	1,379	207	1,143
Kent	25.6	128,009	20.9	6.3	24.1	16.3	40.7	44.2	9.7	16.9	4.6	16.3	114,556	3,286	6,731	5,135	9,426
Chatham	6.8	37,740	13.2	3.6	20.8	12.6	47.0	45.9	14.2	22.4	4.8	15.5	55,226	1,586	4,231	1,805	2,805
Lambton	27.7	153,258	13.6	3.7	19.4	11.8	45.1	44.3	18.4	29.2	3.5	11.1	77,764	2,345	4,362	4,151	4,869
Sarnia	12.9	78,595	8.6	2.1	16.4	9.0	47.4	41.9	22.1	31.6	5.5	15.4	49,051	1,571	3,924	1,509	2,393
Camark	10.6	46,319	29.6	10.1	26.1	20.2	32.3	40.1	9.2	18.5	2.8	11.1	41,721	1,162	2,069	1,611	2,786
Smith Falls	2.5	14,272	14.7	3.9	19.4	11.5	42.9	40.8	17.1	26.2	5.9	17.6	18,378	528	725	321	828
Lands	11.9	51,820	27.7	9.5	26.5	20.5	35.4	44.2	7.9	16.0	2.5	9.8	42,315	1,222	2,353	2,154	2,741
Brockville	4.2	21,708	17.4	5.1	22.8	14.9	43.9	46.1	11.4	19.3	4.5	14.6	22,566	634	1,341	507	1,286
Lenox and Addington	6.2	21,817	39.0	16.6	30.4	29.1	25.4	39.1	4.2	10.4	1.0	4.8	19,045	405	640	1,230	1,299

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## HIGH SPOT CITIES . . .

The first Friday of each month SALES MANAGEMENT forecasts monthly retail sales for Toronto, Montreal, Vancouver, Winnipeg, Hamilton, Edmonton, Ottawa, Calgary, Quebec City, Regina, Victoria, Windsor, London, Halifax, St. John, and 200 U. S. cities, compares these forecasts with those of the nation and with the actual sales of that city during the same month last year and during the same month of the recent census year. These forecasts enable sales and marketing executives to make sure that their advertising dollars are scheduled to be spent in those markets which promise the best return from their investment.

**Pierce the heart of London and Southwestern Ontario!**

Reap rich returns on your advertising investment, in a market that's able to buy!

**Canada's No. 1 test market . . . retail sales at new high!**

In 1958, retail sales climbed to \$654,875,000 . . . up \$28,667,000 over '57\*

**Capture your full share through the dominant medium!**

8 localized editions daily, makes the London Free Press your basic advertising medium.

# The London Free Press

*Western Ontario's Foremost Newspaper*

**FIRST IN ROP COLOR LINAGE IN CANADA†**

\*Sales Management, '59 Survey of Buying Power  
†Canadian Markets, February ROP Color Edition

ABC: 12 MONTHS ENDING MARCH 31, 1959 • 104,747

PROVINCES COUNTIES CITIES	House- holds (thous- ands)	NET CASH INCOME— <i>SM</i> ESTIMATES, 1958										RETAIL SALES— <i>SM</i> ESTIMATES, 1958					
		Net Cash Income (\$000)	Income Breakdown of Households								Total Retail Sales (\$000)	Eating & Drink. Places (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwrs (\$000)			
			\$0-2,499 % Holds. Inc.	\$2,500-3,999 % Holds. Inc.	\$4,000-5,999 % Holds. Inc.	\$7,000-9,999 % Holds. Inc.	\$10,000 & over % Holds. Inc.										
Lincoln.....	33.0	181,974	13.9	3.8	20.3	12.4	45.7	48.0	15.9	26.3	4.2	13.5	101,019	2,780	7,023	3,940	8,075
St. Catharines.....	12.1	75,123	10.0	2.3	18.0	9.8	46.7	40.9	17.6	24.9	7.7	22.1	72,065	1,702	8,093	2,122	3,107
Manitowlin.....	2.0	8,951	45.3	21.1	31.7	33.5	18.7	31.9	3.5	9.5	0.8	4.0	8,136	277	322	1,359	890
Middlesex.....	54.9	298,037	15.9	4.4	21.5	13.3	44.2	44.3	13.4	21.6	5.0	16.4	297,740	5,614	14,706	8,301	12,095
London.....	29.1	166,141	13.7	3.5	20.5	12.1	45.6	43.4	14.1	21.7	6.1	19.3	171,821	4,640	13,029	5,488	9,290
Muskoka.....	7.2	25,437	40.3	17.0	29.8	28.5	23.0	35.4	5.9	14.6	1.0	4.5	30,852	1,237	1,352	1,661	2,507
Nipissing.....	15.2	74,034	21.9	6.7	23.4	16.2	39.2	43.7	12.4	22.3	3.1	11.1	60,677	2,114	4,154	3,032	2,906
North Bay.....	5.6	32,288	13.9	3.6	19.2	11.3	43.5	40.9	17.5	26.6	5.9	17.6	39,062	1,296	3,051	988	1,467
Norfolk.....	13.9	52,134	36.8	14.7	29.4	26.4	26.9	38.9	5.1	12.0	1.6	8.0	48,610	1,434	2,969	2,196	4,341
Simcoe.....	2.6	12,646	22.6	6.9	24.1	16.7	38.7	43.3	10.4	18.7	4.2	14.4	23,810	715	2,244	742	1,091
Northumberland.....	11.3	43,182	33.0	12.9	29.0	25.6	31.9	45.3	5.0	11.5	1.1	4.7	28,638	784	1,201	1,607	2,232
Ontario.....	31.5	180,651	13.1	3.4	16.9	11.1	44.7	42.4	18.6	28.4	4.7	14.7	167,029	2,618	5,956	3,826	9,152
Oshawa.....	14.3	86,951	7.8	1.9	16.1	8.9	48.6	43.4	23.5	33.9	4.0	11.9	69,210	1,734	5,116	1,869	5,748
Oxford.....	19.2	84,011	24.5	8.4	26.8	20.6	40.4	50.2	6.1	12.3	2.2	8.5	76,840	1,901	4,056	2,781	6,569
Tillamburg.....	2.0	8,976	23.6	7.9	25.7	19.3	40.1	48.5	8.6	16.8	2.0	7.5	17,510	331	922	524	1,804
Woodstock.....	5.6	27,354	19.7	6.1	24.8	17.1	43.5	48.4	7.9	14.1	4.1	14.3	29,165	745	2,368	898	2,290
Parry Sound.....	7.2	25,018	36.8	15.2	29.8	27.8	27.8	41.8	4.8	11.6	0.8	3.6	18,556	786	948	1,713	1,914
Parry Sound.....	1.5	6,499	24.5	8.5	26.1	30.3	40.0	50.1	8.2	16.6	1.2	4.5	9,464	429	539	27	800

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All Survey of Buying Power data are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the Survey, regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 630 Third Avenue, New York 17, N. Y., Phone YUKon 6-8557.

ONTARIO PROVINCES COUNTIES CITIES (continued)	House- holds (thous- ands)	NET CASH INCOME— <b>SM</b> ESTIMATES, 1958						RETAIL SALES— <b>SM</b> ESTIMATES, 1958									
		Income Breakdown of Households						Total Retail Sales (\$'000)	Eating & Drink. Places (\$'000)	Apparel (\$'000)	Gas Stations (\$'000)	Lumber- Bldg. Hdwre (\$'000)					
		Net Cash Income (\$'000)	\$0-2,499 % Holds. Inc.	\$2,500-3,999 % Holds. Inc.	\$4,000-5,999 % Holds. Inc.	\$7,000-9,999 % Holds. Inc.	\$10,000 & over % Holds. Inc.										
Peel.....	26.1	183,112	15.4	3.9	20.3	11.7	42.3	39.1	14.8	22.1	7.2	23.2	57,862	1,457	1,828	4,582	6,167
Brampton.....	3.0	20,202	13.9	3.7	20.9	12.6	46.1	44.6	14.0	21.9	5.1	17.2	19,046	442	717	553	950
Perth.....	16.3	43,527	21.9	7.3	25.0	19.3	42.7	81.4	7.6	14.8	2.0	7.2	84,560	1,688	3,395	2,462	3,617
Stratford.....	6.0	30,778	13.2	3.9	23.2	15.2	50.7	53.7	0.6	16.3	3.3	10.9	32,377	1,174	2,502	1,063	754
Peterborough.....	18.7	97,061	15.0	4.3	22.2	14.4	46.9	49.1	12.7	21.4	3.2	19.8	88,429	1,864	4,878	3,571	5,465
Peterborough.....	12.1	67,208	11.1	3.0	20.6	12.4	49.7	48.6	14.5	23.0	4.2	13.0	87,897	1,513	4,782	1,904	4,266
Prescott.....	8.2	23,974	33.4	12.9	28.2	24.7	36.4	42.8	7.1	16.0	0.9	3.8	20,348	817	969	641	949
Prince Edward.....	6.3	22,705	38.3	15.9	29.7	27.6	25.6	38.5	5.3	12.9	1.1	4.9	18,677	357	738	969	1,086
Rainy River.....	7.1	36,080	18.0	5.3	21.2	14.1	42.1	45.0	16.6	26.6	2.1	7.0	25,422	798	1,555	255	1,956
Renfrew.....	29.1	80,341	32.5	12.2	28.0	23.5	31.0	42.1	6.7	14.7	1.8	7.5	68,995	2,001	3,947	2,837	3,994
Pembroke.....	3.8	14,797	32.9	13.6	29.0	28.1	31.8	44.4	4.5	10.1	1.8	7.8	23,502	700	2,076	515	858
Russell.....	4.3	13,308	45.8	22.1	32.6	35.4	19.2	33.8	1.7	4.9	0.7	3.8	8,547	251	139	284	127
Simcoe.....	35.5	145,649	30.1	16.9	27.5	22.7	33.9	44.9	6.8	14.6	1.7	8.9	142,717	4,817	6,887	5,988	10,936
Harris.....	5.0	28,127	18.8	5.6	22.7	15.3	42.5	45.9	12.7	22.1	3.3	11.1	38,497	1,062	2,247	1,062	3,107
Orillia.....	4.0	17,862	26.5	8.9	26.4	10.9	36.4	44.3	7.3	14.3	3.4	12.6	27,838	985	2,045	1,000	2,554
Storment.....	14.7	79,572	18.3	5.7	24.0	18.9	45.3	51.2	10.3	18.8	2.1	7.4	54,048	1,578	3,906	1,395	3,379
Cornwall.....	9.6	49,226	15.7	4.6	22.3	14.7	46.3	49.0	12.7	21.7	3.0	10.0	36,506	853	3,441	553	2,664
Sudbury.....	35.7	213,482	9.8	2.4	16.0	9.9	46.4	42.2	24.4	35.8	3.6	10.6	118,389	3,952	8,117	3,686	6,200
Sudbury.....	11.7	69,372	8.6	2.2	16.9	9.5	48.8	44.7	21.9	32.5	3.8	11.1	81,124	2,911	7,602	1,272	4,947
Thunder Bay.....	32.9	176,564	14.8	4.1	20.9	13.2	45.3	45.8	15.4	25.1	3.6	11.8	113,658	4,046	7,019	2,350	2,887
Fort William.....	10.6	55,083	13.4	3.6	20.6	12.7	46.9	46.5	15.0	24.1	4.1	13.1	41,490	1,864	3,507	909	1,345
Port Arthur.....	10.8	56,580	15.8	4.5	22.0	14.2	45.4	47.0	13.1	22.0	3.7	12.3	47,657	1,330	3,034	943	1,298
Timiskaming.....	12.8	63,758	18.9	4.7	27.3	18.2	55.7	59.3	13.6	19.8	3.5	10.0	43,699	1,312	2,854	1,467	1,973
Victoria.....	8.6	33,922	32.9	12.4	27.9	23.9	30.6	42.2	7.3	16.2	1.3	5.3	34,250	1,006	1,200	1,534	2,217
Lindsay.....	3.1	14,343	23.4	7.6	24.6	17.9	38.9	45.6	10.7	20.4	2.4	8.5	22,947	734	1,119	396	1,507
Waterloo.....	42.0	219,980	15.5	4.4	23.2	14.9	47.2	49.0	9.5	16.0	4.8	15.7	154,430	4,479	12,283	5,949	12,705
Galt.....	7.2	38,173	14.5	4.1	23.0	14.7	45.1	49.3	9.6	15.8	4.8	16.1	25,267	623	2,112	910	1,684
Kitchener.....	17.9	97,949	13.5	3.6	22.1	13.7	48.2	47.9	10.9	17.4	5.3	17.4	73,024	1,484	8,314	2,537	5,701
Waterloo.....	4.7	29,038	10.4	2.5	20.2	11.0	45.4	42.6	11.6	16.5	9.4	27.4	13,710	655	495	587	2,912
Weiland.....	42.8	238,246	10.8	2.9	19.4	11.8	49.2	48.1	17.4	27.4	3.2	9.8	129,822	4,889	8,640	4,704	9,757
Niagara Falls.....	6.5	37,355	11.3	3.0	19.0	11.1	47.2	44.6	17.8	27.1	4.7	14.2	44,074	1,673	3,639	1,112	2,523
Port Colborne.....	4.3	25,330	7.8	2.0	17.4	9.9	50.3	46.0	20.6	30.9	3.7	10.8	12,436	397	1,105	307	989
Weiland.....	4.5	30,041	6.1	1.1	16.4	8.4	50.4	41.0	18.2	23.8	9.9	25.7	31,681	731	2,686	645	2,524
Wellington.....	21.1	100,061	21.0	6.8	24.6	17.5	42.1	49.2	9.5	17.6	2.8	10.1	88,784	2,107	5,080	2,447	5,064
Guelph.....	9.5	55,005	14.7	3.9	22.0	13.2	45.6	44.2	10.3	16.1	7.4	22.6	39,593	1,223	4,320	907	2,461
Wentworth.....	86.7	496,821	11.8	3.1	19.5	11.4	47.3	44.9	16.5	25.2	4.9	15.4	312,273	14,799	22,213	11,851	16,308
Hamilton.....	66.5	385,642	11.3	2.9	19.5	11.3	47.6	44.6	16.3	24.7	8.3	16.5	283,635	12,047	21,759	9,379	13,851

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U. S. OFFICE: SUITE 1238, 33 WEST 42nd STREET, NEW YORK, N. Y.

ONTARIO PROVINCES COUNTIES CITIES (continued)	House- holds (thous- ands)	Net Cash Income (\$000)	NET CASH INCOME— <i>SM</i> ESTIMATES, 1958										RETAIL SALES— <i>SM</i> ESTIMATES, 1958				
			Income Breakdown of Households										Total Retail Sales (\$000)	Eating & Drink. Places (\$000)	Apparel (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre (\$000)
			\$0-2,499 % Hslds. Inc.	% Inc.	\$2,500-3,999 % Hslds. Inc.	% Inc.	\$4,000-5,999 % Hslds. Inc.	% Inc.	\$7,000-9,999 % Hslds. Inc.	% Inc.	\$10,000 & over % Hslds. Inc.	% Inc.					
York.....	386.9	2,551,275	12.5	2.9	18.6	9.7	43.4	36.7	16.2	22.1	9.3	28.6	2,025,491	92,985	128,346	55,713	89,041
Leaside.....	5.0	48,939	4.6	0.7	7.5	2.6	33.0	18.3	28.7	25.7	26.2	82.7	25,131	1,606	1,519	821	708
New Toronto.....	2.7	17,744	7.8	1.8	16.8	8.6	48.0	39.7	19.4	25.8	8.0	24.1	30,127	1,298	2,761	397	1,646
Toronto.....	156.2	1,089,856	14.1	3.0	19.3	9.3	39.9	31.1	12.0	15.1	14.7	41.5	1,545,144	76,283	109,866	31,495	45,602
Weston.....	2.6	18,923	7.5	1.6	14.0	6.5	43.4	32.4	23.6	28.4	11.5	31.1	22,594	422	1,002	303	2,221
Total Above Cities.....	633.4	3,829,724	13.5	3.3	19.8	11.1	44.1	39.6	14.7	21.3	7.9	24.7	3,942,851	158,059	303,256	97,822	181,542
Province Total.....	1,504.6	9,200,906	17.4	4.8	21.6	13.4	42.0	41.8	13.8	22.1	5.2	17.9	5,796,167	219,123	366,425	212,214	333,039

MANITOBA—																	
Division 1.....	6.2	18,480	40.1	19.1	37.6	40.6	20.8	36.1	1.5	4.1	0.0	0.8	19,865	134	400	214	2,288
Division 2.....	9.3	27,690	42.0	20.1	37.9	40.6	17.2	29.8	2.5	6.9	0.4	2.4	31,253	558	416	904	3,838
Division 3.....	6.1	18,980	39.2	17.9	36.9	36.0	20.3	33.8	3.3	8.8	0.3	1.5	15,438	340	211	181	1,822
Division 4.....	4.2	13,540	30.0	15.8	35.4	35.3	25.6	41.1	3.0	7.6	0.0	.2	13,840	417	467	174	1,722
Division 5.....	17.0	76,690	16.8	5.2	25.0	17.8	47.4	54.4	9.4	17.3	1.4	5.3	21,745	591	407	1,006	1,626
Division 6.....	99.8	521,444	18.8	4.6	23.5	14.4	43.1	42.6	10.5	16.7	6.1	21.7	421,196	15,439	22,101	7,706	26,661
Portage la Prairie.....	2.9	11,105	28.9	10.7	31.3	26.3	33.1	44.6	5.3	11.6	1.4	6.8	16,039	573	728	213	871
St. Boniface.....	7.7	41,574	14.7	3.9	21.8	12.9	44.8	42.9	12.7	19.6	6.0	20.7	14,760	967	505	549	2,622
Winnipeg.....	71.9	383,188	16.6	4.4	23.3	14.0	43.0	41.7	10.2	16.0	6.0	23.0	365,013	13,229	20,509	6,348	19,874
Division 7.....	12.5	54,186	21.7	7.1	27.0	20.0	40.6	48.4	8.7	16.7	2.0	7.6	43,887	1,969	3,817	688	2,357
Brandon.....	6.9	32,239	18.2	5.5	24.9	17.2	44.0	48.6	9.8	17.5	3.1	11.2	32,926	1,603	3,515	317	1,239
Division 8.....	6.5	25,989	26.2	9.0	29.2	23.4	37.2	48.9	7.4	15.4	1.0	4.1	16,277	646	967	310	2,269
Division 9.....	20.8	98,709	16.4	5.0	24.0	16.5	45.6	51.8	11.2	20.1	1.8	6.6	44,597	2,132	1,253	1,647	9,352
Division 10.....	5.2	16,770	36.0	16.3	35.4	35.2	23.6	37.8	4.0	10.4	0.1	.3	15,990	546	536	262	1,294
Division 11.....	7.3	24,979	35.3	14.7	33.9	31.7	24.4	36.8	5.9	14.5	0.5	2.3	22,455	620	224	258	1,879
Division 12.....	9.0	19,949	30.0	17.5	38.1	36.7	20.6	33.8	4.0	10.6	0.3	1.4	12,867	256	84	71	684
Division 13.....	6.4	24,540	29.4	10.9	30.7	25.7	31.2	42.0	7.6	16.6	1.1	4.8	19,784	717	1,401	197	1,325
Dauphin.....	1.8	5,068	21.9	6.9	26.1	18.6	38.2	43.9	11.1	20.5	2.7	10.0	13,249	554	1,400		820

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MANITOBA PROVINCES COUNTIES CITIES (continued)	House- holds (thous- ands)	NET CASH INCOME—  ESTIMATES, 1959										RETAIL SALES—  ESTIMATES, 1958				
		Net Cash Income (\$000)	Income Breakdown of Households								Total Retail Sales (\$000)	Eating & Drink. Places (\$000)	Apparel (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwrs. (\$000)	
			\$0-2,499 % Holds. Inc.	\$2,500-3,999 % Holds. Inc.	\$4,000-5,999 % Holds. Inc.	\$7,000-9,999 % Holds. Inc.	\$10,000 & over % Holds. Inc.									
Division 14 .....	6.3	19,500	38.7	17.7	38.5	37.7	21.9	36.4	2.8	7.6	17,688	960	83	242	2,393	
Division 15 .....	3.3	10,211	39.4	18.1	38.5	37.9	20.5	34.3	3.5	9.4	10,748	295	253	239	1,022	
Division 16 .....	12.3	68,835	12.4	3.1	16.0	9.3	41.9	38.7	26.7	39.8	26,444	1,803	728	911	2,827	
Total Above Cities .....	91.2	476,192	17.1	4.6	23.6	14.5	42.8	42.4	10.2	16.4	441,967	16,920	26,657	7,427	25,426	
Province Total .....	229.2	1,037,570	22.8	7.1	26.8	19.0	37.9	43.3	9.4	17.3	753,452	26,823	32,668	14,690	63,040	

## SASKATCHEWAN—

Division 1	9.6	41,830	24.0	8.0	27.1	20.5	38.9	44.9	10.4	20.3	1.6	6.3	32,157	1,118	416	929	3,020
Division 2	8.4	35,930	22.7	7.7	25.7	19.7	42.6	52.5	7.8	15.4	1.2	4.7	35,895	1,188	760	1,272	3,190
Weyburn	1.6	7,730	16.8	5.0	18.8	12.7	52.0	56.8	10.3	18.2	2.1	4.3	14,958	508	537	61	797
Division 3	7.7	31,443	26.9	9.8	30.4	24.4	34.1	44.0	6.5	13.5	2.1	8.5	29,596	939	293	326	2,759
Division 4	4.7	19,502	29.6	10.9	33.3	27.6	28.9	38.7	5.9	12.8	2.3	10.0	12,882	523	271	622	1,100
Division 5	12.3	51,796	24.8	8.8	28.0	21.8	35.7	44.7	10.5	21.1	1.0	3.8	45,160	1,748	503	972	3,952
Division 6	34.5	188,159	15.5	4.1	17.4	10.5	47.2	45.6	14.9	23.2	5.0	18.6	196,844	5,951	11,882	4,882	8,353
Regina	25.6	146,989	13.4	3.4	15.2	8.7	49.1	45.1	16.3	24.1	6.0	18.7	133,325	4,656	11,299	2,776	4,666
Division 7	16.3	78,070	16.9	4.6	18.0	11.5	49.0	50.7	14.3	23.9	2.8	9.4	54,116	1,982	2,320	1,312	2,167
Moose Jaw	8.5	46,365	12.9	3.4	14.5	8.7	52.1	50.3	17.0	26.5	3.5	11.0	37,919	1,689	2,309	598	1,206
Division 8	10.9	51,318	22.0	6.8	24.6	17.2	41.0	45.9	8.1	14.7	4.1	15.3	39,320	1,349	1,671	893	3,432
Swift Current	3.4	19,345	16.6	4.2	18.8	10.9	44.8	41.5	11.2	16.7	8.6	26.7	15,991	655	806	371	826
Division 9	13.6	66,864	24.7	8.8	27.8	21.7	38.0	47.9	8.3	17.0	1.2	4.8	47,952	1,894	1,199	1,437	3,282
Yorkton	2.3	10,861	19.3	5.9	21.8	15.1	45.8	51.1	10.7	19.4	2.4	8.5	18,255	818	713	220	771
Division 10	9.1	35,654	26.3	10.5	32.1	26.8	31.6	42.5	6.5	14.0	1.5	6.2	32,839	905	316	544	2,357
Division 11	28.9	151,031	16.3	4.2	17.3	10.6	48.7	48.5	14.7	23.6	4.0	13.1	117,824	3,801	5,743	1,743	8,435
Saskatoon	21.9	120,803	13.9	3.7	15.7	9.2	50.0	47.8	15.7	24.2	4.7	15.1	89,846	2,992	5,371	1,297	5,847
Division 12	7.3	32,792	22.1	7.1	24.9	18.2	40.0	47.0	11.4	21.6	1.6	6.1	24,883	897	3,587	903	2,060
Division 13	8.5	36,492	23.7	8.0	26.6	20.4	39.1	48.8	9.2	18.1	1.4	5.5	31,920	970	429	389	3,702
Division 14	13.8	51,790	29.5	11.4	33.2	28.9	30.9	43.5	5.6	12.7	0.8	3.5	55,245	1,899	1,217	1,364	3,894
Division 15	19.8	87,735	22.0	7.2	24.9	16.5	41.8	49.7	9.6	18.4	1.7	8.2	68,340	2,167	1,906	1,618	5,827
Prince Albert	5.8	29,624	15.7	4.5	17.7	11.3	50.2	51.8	13.2	22.0	3.2	10.4	28,493		1,736	656	2,455
Division 16	11.1	46,469	25.1	8.7	28.2	22.1	37.5	47.2	7.6	15.5	1.8	6.5	40,054	967	1,098	1,025	2,551
North Battleford	2.6	12,726	19.1	5.6	21.5	14.5	44.1	47.5	11.8	20.5	3.5	11.9	18,119	613	809	561	1,206
Division 17	7.0	30,459	26.9	9.8	30.4	24.8	34.9	45.6	6.3	13.4	1.5	6.1	26,503	926	426	406	14,562
Division 18	4.3	22,085	19.2	5.4	21.7	13.9	34.2	35.1	22.3	36.9	2.6	8.7	4,735	169	26	103	66
Total Above Cities	71.7	394,420	14.4	3.8	16.1	9.6	49.4	47.4	15.2	23.5	4.9	15.7	377,106	1,931	23,564	6,540	17,781
Province Total	227.0	1,048,147	21.7	6.8	24.3	17.2	40.8	46.7	10.7	19.6	2.5	9.5	895,219	9,161	33,468	20,750	74,549

## ALBERTA—

Division 1	11.8	48,984	28.1	9.9	29.9	23.6	32.3	41.3	7.3	15.1	43,279	797	2,140	976	3,143
Medicine Hat	6.6	29,357	22.5	7.4	28.5	20.9	37.2	44.1	9.1	17.4	26,567	534	1,721	507	1,829
Division 2	21.2	96,946	24.6	8.3	29.7	22.8	38.6	43.7	7.6	15.0	96,936	2,954	5,906	2,394	7,872
Lethbridge	8.9	43,470	18.0	5.4	27.1	18.1	40.3	43.5	10.3	17.9	51,694	1,672	3,880	986	4,428
Division 3	5.1	18,222	30.5	11.8	31.4	27.1	31.2	43.6	6.1	13.9	16,568	406	368	349	1,520
Division 4	6.2	32,833	29.0	10.5	29.9	24.4	31.9	42.1	7.6	18.2	28,550	647	618	779	2,889
Division 5	5.0	22,369	18.8	6.1	27.1	19.8	41.6	49.0	11.7	22.2	13,103	262	172	206	936
Division 6	82.2	425,886	16.1	4.5	26.4	16.7	41.3	42.1	10.7	17.6	346,244	9,853	22,629	9,885	25,189
Calgary	55.9	323,561	14.0	3.8	25.2	15.0	42.3	40.6	11.6	18.0	246,263	6,802	17,426	5,558	17,634
Division 7	8.6	31,076	32.7	13.1	32.2	29.1	29.4	42.9	5.1	12.1	32,935	853	452	645	3,278
Division 8	23.0	91,573	28.6	10.4	30.7	28.2	32.3	42.8	6.6	14.2	114,779	2,907	5,189	3,110	9,133
Canmore	1.6	6,833	24.6	8.4	30.1	23.1	35.5	43.8	7.1	14.2	10,778	465	354	483	992
Red Deer	4.7	20,712	21.5	7.0	29.4	21.9	35.6	46.2	8.1	15.7	25,743	618	1,315	275	1,914
Wetaskiwin	1.4	6,136	26.4	8.9	28.8	21.5	32.8	39.4	8.3	16.1	17,395	375	398	70	1,429
Division 9	8.9	34,064	31.8	12.1	29.4	25.9	29.5	40.7	5.8	18.8	20,337	590	272	693	1,716
Division 10	13.9	50,951	30.7	11.8	31.6	27.4	30.9	43.1	5.7	12.9	41,361	952	653	743	4,149
Division 11	86.6	436,787	17.7	5.1	26.3	17.1	40.2	42.1	11.0	18.6	384,221	9,967	20,445	10,762	25,505
Edmonton	67.4	354,067	15.9	4.4	25.5	15.9	41.2	41.3	11.7	19.0	284,919	8,040	18,001	7,642	18,381
Division 12	5.2	23,886	21.6	6.9	25.6	18.8	35.2	44.4	13.9	24.5	12,244	402	318	219	759
Division 13	7.7	25,080	39.2	12.6	32.9	33.0	23.8	38.3	4.3	11.2	19,014	301	346	117	1,291
Division 14	12.7	45,982	34.0	13.6	31.3	28.3	26.0	40.8	6.0	14.2	38,261	823	387	587	2,526
Division 15	6.1	23,082	34.3	13.2	30.2	26.1	26.8	37.4	7.0	16.8	19,924	642	356	329	1,169
Division 16	10.5	38,917	31.6	12.4	31.7	26.0	30.2	43.0	5.5	12.8	32,410	936	521	470	1,967
Division 17	2.5	8,932	32.8	13.3	31.8	29.2	29.6	43.7	5.8	13.8	2,960	33	76	55	86
Total Above Cities	149.5	784,126	15.9	4.4	25.8	16.1	41.2	41.4	11.3	18.3	669,359	18,506	43,095	15,821	46,607
Province Total	318.0	1,449,539	22.9	7.3	28.3	20.4	36.4	42.2	9.0	16.9	1,240,426	33,444	61,297	32,319	93,139

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SALES MANAGEMENT



# BRITISH COLUMBIA

PROVINCES COUNTIES CITIES	House- holds (thous- ands)	NET CASH INCOME— <b>SM</b> ESTIMATES, 1958										RETAIL SALES— <b>SM</b> ESTIMATES, 1958					
		Net Cash Income (\$000)	Income Breakdown of Households						Total Retail Sales (\$000)	Eating & Drink. Places (\$000)	Apparel (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre (\$000)				
			\$0-2,499 % Holds. Inc.	\$2,500-3,999 % Holds. Inc.	\$4,000-5,999 % Holds. Inc.	\$7,000-9,999 % Holds. Inc.	\$10,000 & over % Holds. Inc.										
Division 1.....	9.3	41,562	15.9	8.0	33.8	24.0	39.0	44.6	8.6	16.0	2.7	10.4	33,211	1,615	1,213	1,167	1,671
Division 2.....	21.0	940,059	18.7	6.9	31.7	22.5	37.6	43.0	5.8	16.2	3.2	12.5	71,379	2,740	2,924	1,262	4,386
Nelson.....	2.4	11,431	14.8	4.4	32.3	21.6	30.3	42.2	9.1	15.8	4.4	16.0	20,302	705	1,112	247	683
Trail.....	3.6	17,934	8.9	2.4	31.8	20.3	44.7	45.9	11.1	18.5	3.7	12.9	21,536	941	992		1,166
Division 3.....	28.3	97,719	35.8	14.8	33.1	30.4	25.2	37.4	4.4	10.5	1.5	7.1	110,853	3,600	4,961	2,963	8,848
Kelowna.....	3.4	14,452	26.7	8.8	33.2	24.8	29.4	35.4	5.5	10.7	5.2	20.2	22,518	644	1,388	353	2,542
Penticton.....	4.0	16,149	24.1	8.4	33.6	26.4	33.2	42.0	6.8	14.0	2.3	9.2	22,142	690	1,215	339	1,915
Vernon.....	2.9	10,215	33.2	13.3	34.3	30.0	29.5	38.5	4.5	10.5	1.4	6.8	22,473	882	1,070	170	1,881
Division 4.....	259.5	1,177,534	20.8	6.4	33.8	23.6	33.7	38.0	6.7	12.3	5.0	19.7	967,210	36,901	46,233	29,646	47,288
Chilliwack.....	2.7	9,929	35.6	13.6	31.8	27.5	25.1	34.9	4.7	10.5	2.8	13.5	25,361	637	1,320	169	1,199
New Westminster.....	10.0	39,005	62.1	30.1	22.9	23.1	9.2	16.1	2.1	6.0	3.7	22.7	70,620	2,185	4,689	1,169	5,831
Vancouver.....	119.5	590,065	19.5	5.5	32.4	20.9	33.6	34.9	7.0	11.7	7.5	27.0	661,400	20,722	34,412	16,230	22,146
Division 5.....	86.0	374,415	19.6	6.4	34.5	25.1	35.3	41.4	7.2	13.6	3.4	13.5	267,867	9,646	13,131	8,088	14,347
Nanaimo.....	5.1	21,828	23.1	7.6	33.5	24.8	33.0	39.5	6.7	13.0	3.7	15.1	26,290	883	1,396	765	1,637
Port Alberni.....	3.1	15,190	12.2	3.5	33.9	22.0	40.1	41.9	8.8	14.9	5.0	17.8	14,915	552	831	169	1,287
Victoria.....	19.3	84,713	21.1	7.0	35.8	25.9	31.9	37.2	5.5	10.4	4.9	19.5	133,763	4,241	8,805	3,857	5,862
Division 6.....	17.5	66,128	29.5	11.0	33.0	27.6	29.8	40.4	5.9	13.0	1.8	8.0	83,653	1,832	1,990	689	2,386
Kamloops.....	2.8	13,393	15.8	4.6	30.6	20.3	39.3	42.0	9.6	16.6	4.7	16.5	22,370	912	1,490	207	1,240
Division 7.....	6.1	34,185	9.5	2.4	26.2	14.8	44.7	40.8	12.6	18.8	7.0	23.4	19,071	721	551	141	1,323
Division 8.....	20.1	77,139	29.4	10.7	33.5	27.7	29.2	39.0	5.5	11.9	2.4	10.7	70,147	2,846	2,944	1,116	4,880
Prince George.....	3.2	16,313	15.7	4.3	31.3	19.5	36.9	37.0	8.4	13.7	7.7	25.5	23,596	1,087	1,427	69	1,094
Division 9.....	10.2	48,540	16.0	4.7	31.2	20.9	39.1	42.0	9.4	16.3	4.3	16.1	23,010	1,052	1,486	193	1,830
Prince Rupert.....	3.3	15,897	13.1	3.8	31.2	20.6	41.6	44.2	10.3	17.6	3.8	13.8	16,296	853	1,367	116	727
Division 10.....	6.9	26,817	29.0	10.5	29.5	24.2	32.2	42.4	7.8	16.6	1.5	6.3	24,220	922	349	1,113	840
Total Above Cities.....	185.3	866,534	22.2	6.7	32.3	21.9	32.5	35.5	6.7	11.9	6.3	24.0	1,103,582	41,904	61,214	23,610	48,900
Province Total.....	464.9	2,036,103	21.9	7.0	33.5	24.3	33.6	39.3	6.9	13.0	4.1	16.4	1,630,611	62,124	75,282	40,418	86,899

# YUKON—NORTHWEST TERRITORIES—

Yukon-Northwest Territories.....	6.9	27,919	28.8	10.3	30.9	25.1	31.9	41.6	5.8	12.2	2.6	10.8	18,133	649	161		361
Territory Total.....	6.9	27,919	28.8	10.3	30.9	25.1	31.9	41.6	5.8	12.2	2.6	10.8	18,133	649	161		361

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## CANADA'S KEY MARKETS

Are Included on SALES MANAGEMENT's Retail Sales Map

Shows  
comparative  
Retail Sales Strengths  
on 27" x 41" sheet  
in 8 colors

Metropolitan County Areas clearly defined  
County names most legible we've seen

Differences in retail sales volume indicated by 7 different  
county color shadings . . .

- for counties with \$500 million or more.
- for counties with \$250 million to \$500 million.
- for counties with \$100 million to \$250 million.
- for counties with \$50 million to \$100 million.
- for counties with \$25 million to \$50 million.
- for counties with \$10 million to \$25 million.
- for counties with under \$10 million.

Special blown-up projections of all congested areas.

Special markings indicate counties in which family sales exceed  
Canadian family average.

\$5.00 a single copy; \$3.50 each for two or more copies; \$3.00 each for five or more.

SALES MANAGEMENT, 630 THIRD AVENUE, NEW YORK 17, N. Y.

NOVEMBER 10, 1959

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Cecelia Santoro

#### ADV. SERVICE MANAGER

Madeleine Singleton

#### PRODUCTION MANAGER

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### SALES MANAGEMENT

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Shown here is a partial list of the many Tribune studies, surveys and reports which are available to interested advertisers and their agencies. We welcome your inquiries.

## 1. Chicago Tribune Consumer Panel

Over 700 families keep 36,000 weekly diaries to record 1,300,000 separate grocery and drug purchases a year. This booklet fully describes the operation of the Tribune Panel, the type of reports issued, and how advertisers can benefit from Panel information. 33 pages. January, 1958. No charge.

## 2. The Consumer Speaks About Appliances

What are the brand images of leading appliances? What does the consumer really think about appliance shopping and advertising? How does she make up her mind? What will she buy next? This new motivation study is a gold mine of information for appliance advertisers. 48 pages. March, 1959. No charge.

## 3. Shopping Center Survey

What are Metropolitan Chicago's leading shopping centers? Where are they? This detailed report maps trading areas of 64 top centers, ranks them by traffic and purchases, shows cross competition between centers. 406 pages. March, 1958. \$10.00.

## 4. The Industrial Capital of the World

This factual report shows why Chicago-land is often called the "American Ruhr". It contains up-to-date information about industrial investment, production and expansion in Chicago and Mid America. 47 pages. 1958. No charge.

## 5. Sample Census of Metropolitan Chicago

Though four years old, this is still the most recent study in depth of the Chicago market. It contains much basic, usable information about population, household and family characteristics of the Chicago market. 69 pages. July, 1955. \$1.00

More readers... more advertising—

**THE TRIBUNE GETS 'EM  
IN CHICAGO!**

## 6. Opinions of Major Media in Metropolitan Chicago

What image do Chicagoans have of newspapers, magazines, radio and television in this market? This study outlines and compares public attitudes toward the four major media. 10 pages. 1954. No charge.

## 7. Attitudes Toward Color Advertising

Color adds much more than increased attention to advertising. It evokes a wide range of emotional response. This study examines the qualitative effects of ROP color on products. 10 pages. 1957. No charge.

## 8. Chicago Tribune Fact Book, 1959

Every advertiser and agency should have this basic book of facts about the Chicago market and its leading advertising medium. This new edition is packed with market and media data, plus a complete description of Tribune services. 100 pages. September, 1959. \$1.00

## 9. Guide to More Liquor, Wine and Beer Sales in the Chicago Market

Metropolitan Chicago is the nation's

second largest liquor market. It presents a unique marketing problem for beer. Here are the latest facts about what people drink and where they buy. 65 pages. April, 1959. No charge.

## 10. The New Consumer

Markets change, so do people. Today's consumer has a new set of values and attitudes which affect her way of life, her purchase patterns and her shopping. This important study provides a valuable insight into this important aspect of marketing. 122 pages. October, 1957. \$5.00

## 11. Gasoline Companies and Their Symbols

What makes a motorist decide on a certain brand of gasoline? What makes him switch? How important is the gasoline company's image and its trademark symbol? This motivation research study explores many new areas of gasoline marketing. 153 pages. February, 1957. \$5.00

11 (a). A 9-page digest of the Gasoline Study is available without charge.

## 12. Annual Blue Chip Report on Grocery Product Advertising

\$9,000,000 worth of grocery product advertising—and how it was spent in Chicago newspapers. Here are actual dollar expenditures of top advertisers during 1958. This report shows how much was spent to promote each of more than 500 different brands. Included is a special breakdown of ROP color advertising. 32 pages. May, 1959. No charge.

For the facts you need, circle the appropriate number on the coupon below. Fill in the coupon and mail it to A. W. Dreier, Manager, General Advertising, Room 1329 Tribune Tower, Chicago 11, Illinois.

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